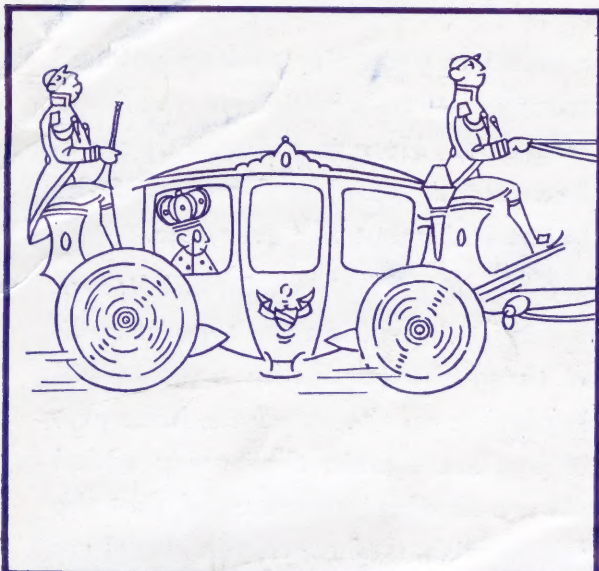
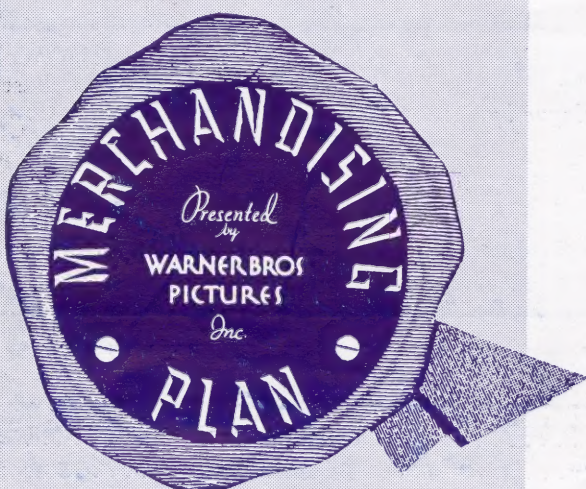
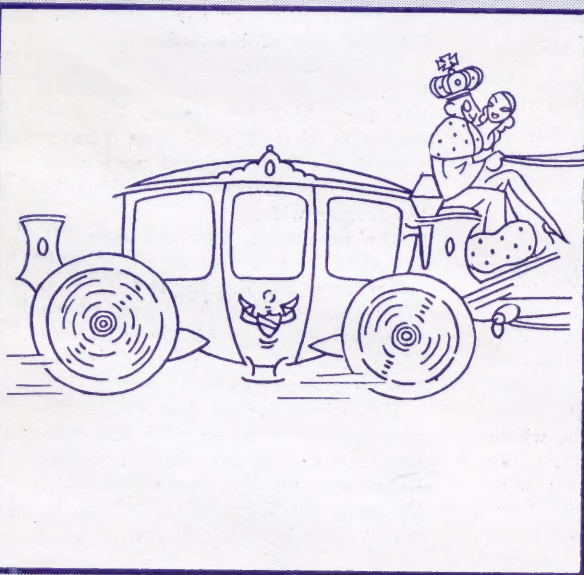


NOVEL CAMPAIGN FOR A GREAT B. O. STAR IN A GREAT ROLE



IT COMBINES
THE DRAMA OF
"DISRAELI" WITH
THE COMEDY OF
"THE MILLIONAIRE"



GEORGE ARLISS in "THE KING'S VACATION"

WARNER BROS. HIT No. 25 FOR 1932-33

NOTE TO EXHIBITOR: We suggest you use this cover for an effective lobby blow-up

SALES ANGLES AND CREDITS

GEORGE ARLISS



GEORGE ARLISS, star of Warner Bros.' "The King's Vacation," opening at the Strand Theatre next.
Cut No. 8 Cut 30c Mat 15c

Make New Arliss Fans by Distinctive Handling of "The King's Vacation"

"The King's Vacation" is your grand opportunity to step out and make a real play for new Arliss patronage — in addition to the large group of this great actor's faithful followers. Here is a distinctly mass-appeal picture which at the same time retains the class features of the great Arliss shows of the past. It is entertainment for everyone.

We do not recommend any one type of advertising for all houses on "The King's Vacation;" the choice must depend on the type of audience you cater to. For the benefit of those showmen who want to bid for mass patronage, "caricature" ads playing on the title have been provided. Use these caricatures only if you are certain they mean added business for your theatre. These ads are flexible; so arranged that the cartoon units may be eliminated if you so wish. Whether you use them or not is a question which must be decided by your theatre policy and your own judgment.

Importance of the Radio City Music Hall run cannot be over-stressed. "King's Vacation" was the second motion picture to play this great theatre and the *only picture to date* which has filled every one of the 6,199 available seats! Point it up in all ad and exploitation material.

Story and cast are your other big selling factors. Don't overlook the romantic team you have in Dick Powell and Patricia Ellis—two youngsters who are climbing straight for stardom.

CAST OF CHARACTERS

Philip, The King	George Arliss
John Kent	Dick Powell
Millicent	Patricia Ellis
The Lord Chamberlain	Dudley Digges
Joe Thorpe	O. P. Heggie
Helen	Marjorie Gateson
Wilhelmina, The Queen	Florence Arliss
Barstow	Vernon Steele
Anderson	James Bell
Amalia	Maude Leslie

SCREEN RECORDS

GEORGE ARLISS—"A Successful Calamity," "The Man Who Played God," "Alexander Hamilton," "The Millionaire," "Old English," "The Green Goddess," "Disraeli."

DICK POWELL—"Blessed Event," "42nd Street," "Too Busy to Work."

PATRICIA ELLIS—"Central Park," "Three on a Match."

DUDLEY DIGGES—"The Hatchet Man," "Alexander Hamilton," "The Maltese Falcon," "Condemned," "Outward Bound," "Rebecca of Sunnybrook Farm."

O. P. HEGGIE—"The Return of Dr. Fu Manchu," "Too Young To Marry," "Devotion," "East Lynne," "The Woman Between."

MARJORIE GATESON—"Employees' Entrance," "Silver Dollar," "The Beloved Bachelor," "Husband's Holiday," "False Madonna," "Most Discouraged," "Street of Women."

FLORENCE ARLISS—"The Millionaire," "Disraeli," "The King's Vacation."

JAMES BELL—"I Am a Fugitive from a Chain Gang," "The King's Vacation."

JOHN ADOLFI (director)—"A Successful Calamity," "Central Park," "The Man Who Played God," "Alexander Hamilton," "The Millionaire," "The King's Vacation."

OFFICIAL BILLING

Warner Bros. Pictures, Inc. & The Vitaphone Corp.	25%
present	
GEORGE ARLISS	100%
in	
"THE KING'S VACATION"	75%
with	
Dick Powell	40%
Patricia Ellis	40%
Directed by John Adolfi	20%
A Warner Bros. and Vitaphone Picture	40%

Length 5676 Feet Time 62 Minutes

THE STORY

Having no idea that he is likely to succeed to the throne, Prince Phillip marries Helen, a commoner. They have a baby daughter and are very happy.

A series of events, however, elevates him to the throne. Believing it is his duty to forget self for the people, he quits his wife, who as a commoner, cannot become queen, and ascends the throne, marrying the Princess Wilhelmina. It is strictly a marriage of state.

Years pass and Phillip sees that the politicians rule the nation to their own advantage, oppressing the people. He himself is merely a figure-head with a constant round of petty duties which he loathes.

Phillip sympathizes with the commoners and yearns for the simple life. So when a revolution breaks out, he is glad to abdicate. Wilhelmina urges the king to divorce her and return to his first love. He refuses, but when she hints there had been a Mr. X in her life, whom she would like to meet again, he consents. Instead of his first wife living in their humble cottage, however, he finds her established on a

grand estate in the very atmosphere he thought he had escaped.

His daughter has grown up and is in love with a mechanic. Helen, the first wife, asks him to break up the romance, as the man is beneath them in social position. But Phillip sympathizes with the young pair and encourages the match, which enrages Helen. He discovers that she also is in love with another man, but is quite willing to put him out of her life to marry her former husband because of his rank.

Phillip accidentally meets Wilhelmina, who is living the simple life for which he yearns. He also discovers that Mr. X was merely a myth she had conjured up hoping to make him happy in returning to his former wife.

The revolution does not turn out successfully and the royalists seek to restore Phillip to the throne. They plan to elevate Helen, whose formal marriage to Phillip is to take place shortly, to royalty, times having changed so as to permit this.

Helen is delighted, but Phillip refuses either to go on with the marriage or accept the throne, telling Helen she merely wants the title. He goes to Wilhelmina, whom he now knows he really loves.

PRODUCTION STAFF

Direction by	John Adolfi
Based on the story by	Ernest Pascal
Screen Play and Dialogue by	Ernest Pascal and Maude T. Howell
Photography by	James Van Trees
Film Editor	Owen Marks
Art Director	Anton Grot
Gowns by	Orry-Kelly
Vitaphone Orchestra Conducted by	Leo F. Forbstein

TABLE OF CONTENTS

Accessories	20	Current Publicity	5, 6
Advance Publicity	3, 4	Exploitation	15 to 18
Ads	9 to 12	Features	7, 8, 13, 14
Banner	19	Lobby	19
Biographies	6	Review	5
Catchlines	11	Shorts	4, 6

your 1st story

George Arliss' Picture "The King's Vacation," Elaborately Produced

When George Arliss returned from his long vacation in England a short time ago he found Warner Bros. waiting to surround him with the finest cast, the most lavish settings and the best story of his talking picture career.

The picture resulting from this unique combination of star and material is "The King's Vacation," which opens at the theatre, is expected to prove the most popular production this remarkable actor has ever made.



GEORGE ARLISS
Cut No. 13
Cut 15c Mat 5c

"The King's Vacation" is reported to be a happy combination of the light comedy of "The Millionaire" and the heavier drama of "Disraeli" the star's two most sensationally successful pictures prior to this production. Mrs. Florence Arliss, his wife, supports him in one of the principal roles in this as she did in both the other pictures mentioned above.

Magnificent sets, unrivaled by anything seen in Hollywood in recent years, were constructed for the early palace sequences of "The King's Vacation." One of these particularly is the largest interior set ever built and exceeds in size alone the immense East Indian temple which was once built for another Arliss picture, "The Green Goddess."

The actor and his producing studio searched the lists of available stage and screen players to find the exact people to carry the principal supporting roles. Marjorie Gateson, recently from the New York stage and more recently featured in pictures, plays the "other woman." Patricia Ellis, lovely young Wampas Baby Star, has a part in the young love story that runs through the picture as has the immensely popular new find from Pittsburgh, Dick Powell. Others in the cast include O. P. Heggie, previously associated with Mr. Arliss on the stage, Dudley Digges, Douglas Gerard and James Bell, all well known and capable players.

John Adolfi, who directed "The Millionaire" and four other previous Arliss pictures, was in charge of the production of "The King's Vacation." The picture is an adaptation of an original play by Ernest Pascal and the scenario is credited to Mr. Pascal and Miss Maude Howell, who was also associated with the director in producing the picture.

"The King's Vacation" is the story of a man who gave up his wife and child, his happiness in fact, when called unexpectedly to his country's throne and who, when peacefully deposed after eighteen years of pomp and power, leaves his queen consort and returns to the scenes of his earlier happiness. What he finds has taken place there and the changes he observes in the people he knew and loved eighteen years before, give Mr. Arliss a rare opportunity to display his talents for both kindly humor and depth of feeling. His daughter's affair with the ambitious mechanic and his own mature romance with the deserted queen are parallel love stories of unusual charm and power.

All of this is told in settings as yet unmatched in luxury and beauty, making "The King's Vacation" the most important of all the Arliss pictures to date. The comedy is entirely modern with a series of surprising incidents.



PATRICIA ELLIS and DICK POWELL supporting George Arliss in
"The King's Vacation."

Cut No. 1 Cut 30c Mat 15c

your 2nd story

George Arliss No Great Shucks at Kissing, For He's a "Smacker" At It

It is something to see the cool, dignified and somewhat aloof George Arliss give an ardent love kiss. It is something else again to hear it.

Few have ever seen such a spectacle, for George Arliss rarely kisses. He doesn't like to kiss, at least on the screen. And when he does it is generally a sort of avuncular kiss as in "The Man Who Played God," or a formal kiss, as in "A Successful Calamity."

The opportunity may never come again, but in his latest picture for Warner Bros. "The King's Vacation," which comes to the theatre on , there is just such a smack, which can both be seen and heard.

"Smack" is the correct word, for George Arliss as a passionate kisser is a "smacker." He kisses loud and soulfully. He didn't want to do it, not even for "The King's Vacation," but the situation called for it, and for once, being the true artist that he is, he put aside his dignity and delivered a resounding smack. That smack isn't quite as loud in the picture as it was on the studio floor, for the sound engineers tone down smacks that are too resounding. Nevertheless it is a smack that can be distinctly heard.

Another reason George Arliss did not want to deliver this particular kiss, Director John Adolfi informed him, also a very dignified and charming personage, was playing with him on the set and watching. And it was not she, Arliss was to kiss, but the other woman, Marjorie Gateson. He approached the job with great trepidation, but with determination, bound to make the first one good, so that there would not have to be any retakes.

True the scene was rehearsed, and rehearsed carefully, as are all of George Arliss' scenes. But the kiss was not delivered in rehearsals. It was stopped just before the lips met. But when the sequence was finally "shot," George Arliss made a creditable job of the kiss.

In fact it was a very "good" kiss. Director John Adolfi informed him, one that you could even fade out on. And George Arliss never before has kissed, that is for the screen, so that you could fade out on it. The cameraman informed Mr. Arliss that the kiss had registered

your 3rd story

George Arliss' Wife Plays Opposite Him in "King's Vacation"

Florence Arliss, wife of the famous stage and screen star, George Arliss, plays opposite her husband as his queen, in his latest Warner Bros. picture, "The King's Vacation," which opens at the theatre on .

This is the third time his wife has played with him on the screen, having appeared before in "Disraeli" and "The Millionaire." She will not consent to play any role in his pictures except that of his wife and in a love story that has a happy ending. When the role calls for some other ending or another sort of characterization, another actress is invariably engaged for the part.

Mrs. Arliss appeared frequently with her husband on the stage, but only the three times on the screen. Before her marriage, she played on the stage independently as Florence Montgomery, "the girl with the nice arms," as Mr. Arliss describes her in his autobiography.

"The King's Vacation," is an unusually pleasing modern comedy drama with a delightful romance, written by Ernest Pascal, author of "The Marriage Bed." Mr. Pascal also adapted it to the screen in collaboration with Maude T. Howell.

There is an excellent cast, other players being Dick Powell, Patricia Ellis, Dudley Digges, O. P. Heggie, Marjorie Gateson, Vernon Steele, James Bell and Maude Leslie. The picture was directed by John Adolfi, who has directed most of Mr. Arliss' pictures.

perfectly. The sound man grinned and admitted it was a bit of a "smack," but that he could tone it down to just the proper audibility necessary for a kiss of ardent love. So there was no retake. His first kiss was his last.

The story is a modern comedy romance in which Mr. Arliss, the king, just as he did in "The Millionaire," decides to take a vacation from his irksome duties. There are magnificent settings and spectacular and dramatic scenes in addition to the rare comedy. The screen play was written especially for Mr. Arliss by Ernest Pascal, Maude T. Howell collaborating with him on the adaptation. Among the other important players in the cast are Dick Powell, Patricia Ellis, Dudley Digges, O. P. Heggie, Vernon Steele, James Bell and Maude Leslie.

your 4th story

George Arliss Cast Features Numerous High Grade Players

George Arliss, who always surrounds himself with stage and screen players of exceptional merit, has what is unquestionably the finest cast of his screen career in his latest Warner Bros. picture, "The King's Vacation," which will be shown at the Theatre on .

Dudley Digges, who has one of the most important roles, is an actor and producer of world renown, having played stellar roles and produced plays both in America and abroad. He is famous on the stage for his portrayals in such plays as "Becky Sharp," "Marco Millions," "The Brothers Karamazov," "Hedda Gabler," "Peer Gynt" and others equally well known. Recently he has been appearing in pictures, having played in "The Hatchet Man," "Alexander Hamilton," also with Arliss, "The Maltese Falcon," "Condemned" and "Outward Bound."

O. P. Heggie is another player famous in all parts of the world, especially London, Australia and America. He was famous for his characterizations in such plays as "The School for Scandal," "Trelawney of the Wells," "Madame X," "She Stoops to Conquer," and "We Moderns." On the screen he has had important roles in "The Return of Dr. Fu Manchu," "The Woman Between," "East Lynne" and others.

Marjorie Gateson, who plays the role of the other woman in the Arliss picture, is also a noted stage star, having been for years with Walter Damrosch and the Shuberts, making an exceptional hit in "Her Soldier Boy." On the screen she has played in "The Beloved Bachelor," "The False Madonna" and "Husband's Holiday" among others.

Florence Arliss, wife of the star, plays the role of his queen in "The King's Vacation." She has appeared with him twice before, in "The Millionaire" and "Disraeli." She was formerly a star of the London stage.

Three other well known stage players in the cast are Vernon Steele, James Bell, and Maude Leslie. Steele was noted for his work in "The Ladder," "Declassed," "Cock O' the Walk" and "Ladies of the Evening." Bell, a younger player, made hits in the past two seasons in "The Last Mile" and "The House Beautiful." He was engaged by Warner Bros. to play with Paul Muni in "I Am a Fugitive from a Chain Gang" and remained to take a part in "The King's Vacation."

The juvenile and ingenue roles were awarded to two newcomers to the screen who have made distinct hits recently and who show exceptional promise. They are Dick Powell, the crooner of "Blessed Event," who has also played in "42nd Street" and with Will Rogers in "Too Busy to Work," and Patricia Ellis, a recent acquisition from the Broadway stage, who has appeared in two previous pictures, "Central Park" and "Three on a Match."

"The King's Vacation" is a delightful modern comedy romance with humor, dramatic sequences and spectacular scenes. It was written directly for George Arliss by Ernest Pascal, who also adapted it to the screen in collaboration with Maude T. Howell. The picture was directed by John Adolfi.



PATRICIA ELLIS
Cut No. 12
Cut 15c Mat 5c

your 5th story

Different Procedure Followed in Filming George Arliss Plays

In all George Arliss screen plays, such as his latest Warner Bros. vehicle, "The King's Vacation," which comes to the Theatre on, the method of production is quite different to that of other pictures.

Almost invariably in the ordinary production, the leading players are given scripts and simply told to report at a certain time on a given day. The picture is immediately put into production, the rehearsals being made on the floor, scene by scene, as they are taken. The players of "bit" parts are not even furnished with scripts but are given their lines on the spot by the script girl or director. Frequently the "bit" players have no inkling of what the story as a whole is about.

Not so in making an Arliss picture. The star calls everyone, down to the least important player, into conference ten days to two weeks before the picture is scheduled to start. The play is first read and a general discussion takes place on the characterizations and the motivation of the story. Every member of the cast must be thoroughly familiar with these details and have committed his lines to memory before anything else is done.

The company then goes into rehearsal, developing the plot from the opening scene clear through to the end, much in the same way that a play is rehearsed for the stage. Not until all members of the cast are letter perfect with the entire screen play does production start on the studio stages.

While considerable more time is taken up in rehearsal by this method, this is offset by the rapidity of action on the stages, the players being ready to go into their scenes with little preliminaries.

"The King's Vacation" is a delightful modern comedy in which Mr. Arliss steps down from the throne to enjoy a much needed vacation. There are also dramatic sequences, a pleasing romance and many spectacular scenes.

In the cast with Mr. Arliss are Dick Powell, Patricia Ellis, Dudley Digges, O. P. Heggie, Marjorie Gateson, Florence Arliss, Vernon Steele, James Bell and Maude Leslie. The story is by Ernest Pascal, author of "The Marriage Bed," and the adaptation by Mr. Pascal and Maude T. Howell. The picture was directed by John Adolfi.

your 6th story

New Romantic Team With George Arliss in "King's Vacation"

After several months of grooming, Warner Bros. have launched a new romantic team in the persons of Dick Powell and Patricia Ellis. Their co-debut in this capacity is in support of George Arliss in his new picture, "The King's Vacation," coming to the Theatre on, in which the pair provide the youthful love interest.

Miss Ellis was signed by the studio last Spring and has been carefully trained in dramatic interpretation, her education being supervised by her father, Alexander Leftwich, well known New York stage producer. The studio also put her in small picture parts for the purpose of acquainting her with studio routine, technique and atmosphere.

Dick Powell is already known to the screen audience through the success he made in his part of the crooner in "Blessed Event" and as the juvenile in "42nd Street."

Powell was discovered by a studio scout acting as master of ceremonies in a Pittsburgh theatre. He was rushed out to Hollywood where it was discovered that he not only

In Coming Hit, "The King's Vacation"



GEORGE ARLISS, with PATRICIA ELLIS and DICK POWELL who support him in Warner Bros.' "The King's Vacation" the Strand's new feature picture which starts Thursday.

Cut No. 5 Cut 45c Mat 15c

your 7th story

Dick Powell Believes His Rabbit's Foot Won Him Role With Arliss

Dick Powell, the young Warner Bros. player who made a sensational hit in his first two pictures, as the crooner in "Blessed Event" and in the juvenile role in "42nd Street," is a firm believer in a rabbit's foot.

Like every other young and ambitious player on the lot he longed to be cast in a George Arliss picture. There is a tradition at the studios that youthful beginners who are cast with Arliss are on their way to stardom. This has a basis in fact, notably in the cases of James Cagney and Bette Davis, both of whom were starred after appearing with George Arliss.

One of Dick Powell's main assets, however, is a rare singing voice, of which he made good use in both his previous productions. But as there is no singing in Mr. Arliss' latest picture, "The King's Vacation," which comes to the Theatre on, Dick hardly dared to expect a part. Nevertheless he placed a rabbit's foot in his pocket and harbored a wish. Much to his own surprise he was assigned to the juvenile role, being teamed up with Patricia Ellis, another charming newcomer to the screen, to supply the youthful love interest.

While Dick is cherishing his rabbit's foot, hoping it will carry him on to stardom, Warner officials state the choice of Powell was based solely on his work in his first two productions, believing he showed fine acting ability as well as having personality and a singing voice.

"The King's Vacation" is a delightful story about the type of "The Millionaire," combining comedy, dramatic sequences, romance and spectacular scenes. It is based on the story by Ernest Pascal, and adapted for the screen by Mr. Pascal and Maude T. Howell.

Other players in the cast include Dudley Digges, O. P. Heggie, Marjorie Gateson, Florence Arliss and James Bell. The picture was directed by John Adolfi.

had singing ability and personality, but also no small talent in acting.

"The King's Vacation" is an amusing modern comedy in which Mr. Arliss quits the throne to take a much desired vacation. There are many spectacular scenes with gorgeous settings as well as a pleasing romance. The story is by Ernest Pascal, who also adapted it to the screen with Maude T. Howell.

Among others in the supporting cast are Dudley Digges, O. P. Heggie, Marjorie Gateson, Florence Arliss, Vernon Steele, James Bell and Maude Leslie. The picture was directed by John Adolfi.

ADVANCE SHORTS

Only Twice in Career Has George Arliss Had to Go Out On Location

The almost unprecedented spectacle of a George Arliss Company working on location was witnessed during the production of the star's latest Warner Bros. picture, "The King's Vacation," which opens at the Theatre on

The only other time his company has gone on location was in "The Green Goddess." A city park of Los Angeles was used for the taking of sequences requiring such a setting.

Dick Powell Worked as Telephone Collector

Dick Powell, who has the juvenile role with George Arliss in his new picture for Warner Bros., "The King's Vacation," which opens at the Theatre on, was once a nickel chaser. That is, he collected nickels from telephone booths for a telephone company. At the same time he was singing in a church choir and playing a saxophone in an orchestra for a Little Rock, Ark., theatre.

Marjorie Gateson Is in Great Demand for Films

Marjorie Gateson, who plays the part of the other woman in George Arliss' new Warner Bros. picture, "The King's Vacation," coming to the Theatre on, was selected for her role from a long list of eligibles because of her beauty, charm and recognized ability. Miss Gateson wears lovely clothes and excels in the art of being sincerely insincere, which is a requisite for her part in the Arliss picture. She engaged in screen work recently after a successful stage career and has been called back to Hollywood four times within the past year to play important roles.

Patricia Ellis Shines in George Arliss Hit

Patricia Ellis, the charming Broadway actress who plays the ingenue role in George Arliss' latest starring picture for Warner Bros.,

Powell-Ellis Form New Screen Romantic Team

A new romantic team was launched by Warner Bros. in the new George Arliss picture, "The King's Vacation," which opens at the Theatre on

The pair are Dick Powell, who recently made such a hit as the crooner in "Blessed Event" and as the juvenile in "42nd Street," and Patricia Ellis, the charming ingenue of the Broadway stage. Warner Bros. are said to be planning other pictures with these two teamed as featured leads.

Butler Roles Important in George Arliss Films

Butlers, valets and secretaries are almost always important roles in George Arliss productions as in the case of his latest Warner Bros. picture, "The King's Vacation," which comes to the Theatre on

O. P. Heggie, distinguished on stage and screen, plays the part of the king's valet in the picture and adds another important name to the roster of fine actors who have played the parts of personal servants to Mr. Arliss. Ivan Simpson served in such a capacity in several Arliss pictures and Grant Mitchell did a similar job in "A Successful Calamity."

George Arliss Earliest Riser in Film Colony

George Arliss, who is starring in the Warner Bros. picture, "The King's Vacation," which opens at the Theatre on, is the earliest riser in the film colony. He has completely reversed his personal habits formed from long association with the stage and now gets up with the sun or about six-thirty during the Winter. In the Spring he is up about the time Hollywood is supposed to go to bed.

"The King's Vacation," which opens at the Theatre on, made such a hit in her part that she was given the leading feminine role opposite James Cagney in his next production, "Picture Snatcher."

Your Opening Day Story

George Arliss' New Picture Opens at Strand Tonight

Famous Star Supported by Brilliant Cast in Specially
Written Story "The King's Vacation"

GEORGE ARLISS, who returns to the screen at the Theatre today in his latest picture for Warner Bros., "The King's Vacation," appears in a role said to be perfectly fitted to his unusual talents, and a story believed to be the finest of all his screen productions.

The screen play is a rare combination of humor, dramatic sequences and spectacular scenes, tinged with a delightful romance. It was written especially for Arliss by Ernest Pascal, author of "The Marriage Bed," who also adapted it to the screen in collaboration with Maude T. Howell.

PATRICIA ELLIS



SIXTEEN-YEAR-OLD BEAUTY seen in a supporting role with George Arliss in Warner Bros.' "The King's Vacation" now at Strand.

Cut No. 6 Cut 15c Mat 5c

1st day of run

George Arliss Wears Lots of War Medals in "King's Vacation"

Most of the medals which have been sold or pawned or junked in the past ten years appear all together in one scene in the new George Arliss starring vehicle for Warner Bros., "The King's Vacation," which is now showing at the Theatre. The early sequences of it are full of generals and aides and statesmen, all very much in uniform and all wearing several pounds of decorations and medals.

Mr. Arliss himself wears twenty-five or thirty of them on the two dress uniforms he uses in the early scenes. He soon tires of this pomp however and takes a desired vacation, the surprising incidents of which form the basis of the story.

None of the medals were made by the studio tinsmith, either. Since the World War and the collapse of various monarchies giving decorations to deserving generals, there has been no shortage of real medals, either in Hollywood or any place else.

Actually the several hundred medals on the chests of some fifty motion picture generals in "The King's Vacation," represent an enormous amount of real or synthetic valor on battlefields and in governmental offices. Almost every known kind of American and European decoration is actually represented. Costume houses in Hollywood and the Warner Bros. wardrobe department supplied them all. And every-one was real.

"The King's Vacation" is an intensely humorous and modern comedy with spectacular scenes, some thrills and a pleasing romance. It was written especially for Mr. Arliss by Ernest Pascal, who also adapted it to the screen in collaboration with Maude T. Howell.

In the supporting cast are such well known players as Dick Powell, Patricia Ellis, Dudley Digges, O. P. Heggie, Marjorie Gateson and Florence Arliss. The direction is by John Adolfi.

It has always been a hard task to find stories for Mr. Arliss, as the great star in his later years preferring something with a touch of light comedy to offset the dramatic situations. He insists on highly intelligent pictures, and yet pictures that bring a glow of happiness to the spectator. The present story is quite modern and similar in type to "The Millionaire."

Mr. Pascal first submitted his story to Mr. Arliss last Spring, but he was busy with picture work and did not have time to peruse it carefully. Then Mr. Arliss returned to England as he does each Spring. Pascal, having business in London, took his script with him and submitted it to Mr. Arliss again. This time he read it carefully and wired to Warner Bros. that he considered it an ideal vehicle, whereupon the story was purchased.

One of the finest casts ever appearing in an Arliss picture, and they are always players of renown on both stage and screen, was assembled for the picture. They include Dick Powell and Patricia Ellis in the juvenile and ingenue roles, two players who have shown marked promise, Powell having made a tremendous hit as the crooner in "Blessed Event," in "42nd Street" and in the Will Rogers' picture, "Too Busy to Work," while Miss Ellis, already well known on the Broadway stage, although but sixteen years old, was groomed for the part in "Central Park" and "Three on a Match."

Dudley Digges, O. P. Heggie, Marjorie Gateson, Florence Arliss, the star's wife, Vernon Steele, James Bell and Maude Leslie, other important players, are well known both on stage and screen. The picture was directed by John Adolfi, who directed Mr. Arliss in "The Millionaire," "A Successful Calamity," "The Man Who Played God" and "Alexander Hamilton."

2nd day of run

Palace Fit for a King Built by Warner Bros. for George Arliss Hit

One of the largest and most elaborate sets ever built at the Warner Bros. studios in North Hollywood, was constructed for the new George Arliss picture, "The King's Vacation," which is now at the Theatre. This is the palace of the king, which exceeds in size and grandeur even the memorable East Indian temple built for Arliss in "The Green Goddess."

By special appointment, Anton Grot, one of Hollywood's best known art directors, was named architect to the king, and designed the monarch's palace and a second one almost as impressive. Either one rivals in pictorial magnificence anything that can be found in Europe.

The main palace covers a space of 400 by 200 feet. It took 150 workmen in relays of three shifts several weeks to complete, and required an almost unprecedented amount of studio marble and plaster

Review

George Arliss Brings His Usual Distinction to Role in "The King's Vacation"

"THE KING'S VACATION," the Warner Bros. photoplay which opened last night at the Theatre gives George Arliss a role excelling in humor, humanity and suave charm, even that which he made so memorable in "The Millionaire."

In these days when so many kings are out of jobs, Mr. Arliss plays the part of a man who has kingship thrust upon him, while despising all the pomp and ceremony, and determined to ditch the whole business, for love in a cottage.

He succeeds until the line of succession forces him to take the throne. Leaving his wife and child, he marries the Princess, and ruefully acts as the figurehead of royalty. He hails the inevitable revolution as a stroke of luck and goes back to his first love.

He is disturbed to find "number one" living in grandeur almost equal to that which he has left, and only willing to accept him because he is an ex-king. There are complications, because his daughter, now grown, wishes to marry a commoner, much to her mother's disgust. Now comes a counter-revolution which threatens to send him back to the royal palace. It is here that the loves of the two women, and the king's vow to lead the simple life — come into conflict, and the amusingly dramatic climax is reached.

From this brief outline of the story it will be seen that the character is made for none other than George Arliss.

"The King's Vacation" provides situations clever in themselves, but made unforgettable by the rare artistry of the man who was "Disraeli" and "Hamilton" and "The Millionaire" and so many other roles which have become a part of the most cherished memories of theatre-goers everywhere.

The settings, lavish in scenes in the pleasures and palaces of the regal days, are even more effective in picturizations of the pastoral simplicity of the scenes when the hero is living as he wishes to live. The story is modern in spirit and might have happened yesterday or today or tomorrow.

The excellent support includes Mrs. George Arliss, Marjorie Gateson, Dudley Digges, Dick Powell, Patricia Ellis, O. P. Heggie, Douglas Gerrard, James Bell, Helena Phillips, Charles Evans, Maude Leslie, Alan Birmingham, Harold Minjur, Vernon Steele and Desmond Roberts. The spirited direction is by John Adolfi.

Here is Mr. Arliss as you like him best. Don't fail to see him in "The King's Vacation."

of Paris statuary. The grand stairway alone involved unnumbered tons of plaster work and is said to be the largest set of steps ever designed at any studio.

The palace is the scene of spectacular sequences in the early portions of the picture, before the king takes his surprising vacation. The story is quite modern and combines rare comedy with drama. It is by Ernest Pascal, author of "The Marriage Bed" and adapted by Mr. Pascal and Maude T. Howell. There is a strong supporting cast which includes Dick Powell, Patricia Ellis, Dudley Digges, O. P. Heggie, Marjorie Gateson, Florence Arliss, Vernon Steele, James Bell and Maude Leslie. The picture was directed by John Adolfi.

3rd day of run

23 Extras in Latest George Arliss Film Proved Hard to Get

Twenty-three extras who looked enough alike to possibly belong to one family, with only two of them of the same apparent age or height, were recruited with considerable trouble by the Warner Bros. for use in one scene in the new George Arliss picture, "The King's Vacation," now showing at the Theatre.

The twenty-three represented a father and mother and their twenty-one children, supposedly the championship family of the country over which Mr. Arliss exercises a kindly reign in the story. The "children" varied in ages from two to thirty, with one set of twins down toward the end of the line.

It was necessary for the twenty-one children to be graduated in size from the parents down. This required no small amount of maneuvering on the part of the casting office which provided the "family."

Actually, it developed that members of twenty different families received needed work and pay in this one scene. The twins belonged to one family and two pairs of the smaller children came from the same home but the mother and father of the championship brood had never seen each other before the day they appeared on the set.

"The King's Vacation" is a modern comedy drama in which Mr. Arliss steps down from the throne to take a most surprising vacation. Mr. Arliss is supported by an excellent cast, including Dick Powell, Patricia Ellis, Dudley Digges, O. P. Heggie, Marjorie Gateson and Florence Arliss. The story is by Ernest Pascal, who also adapted it to the screen in collaboration with Maude T. Howell. The picture was directed by John Adolfi.

4th day of run

George Arliss Moves Up a Peg in Rank in "The King's Vacation"

In his recent screen characterizations, George Arliss has been a captain of industry, a world famous banker, a gifted musician, a secretary of the treasury, an East Indian potentate and a prime minister.

His greatest success has been as a prime minister. Now he has moved up a peg in the cinematic social scale. He is a king in his latest Warner Bros. picture, "The King's Vacation," now on the screen at the Theatre.

In fact it is around his giving up of his kingly prerogatives that the story of "The King's Vacation" is written in a highly humorous vein by Ernest Pascal, with the comedy spiced with delightful romance.

Among the players in support of Mr. Arliss are Dick Powell, Patricia Ellis, Dudley Digges, O. P. Heggie, Marjorie Gateson and Florence Arliss. The screen adaptation was made by Mr. Pascal and Maude T. Howell. John Adolfi directed.

5th day of run

Director Hired Real Newspaper Cameraman To Snap Arliss Scene

Because he believed that no one could act as much like a newspaper photographer as a newspaper photographer, Director John Adolfi sent a hurry call to a Los Angeles newspaper office for help in the making of a brief scene in George Arliss' new starring picture for "The King's Vacation," which is now showing at the Theatre.

He arrived with his own camera and submitted to the attentions of the makeup department. He was, he insisted, a good photographer but a poor actor. Adolfi told him to be himself.

It was a brief scene in which the photographer comes in to a room with two reporters and snaps a hurried picture of Mr. Arliss and Marjorie Gateson. He was allowed to shoot it when and how he pleased, so long as he stayed within the camera angle and didn't hide the principals.

"The King's Vacation" is a humorous, modern comedy drama written especially for Mr. Arliss by Ernest Pascal, who also adapted it to the screen in collaboration with Maude T. Howell. The supporting cast includes Dick Powell, Patricia Ellis, Dudley Digges, O. P. Heggie and Florence Arliss. The picture was directed by John Adolfi.

6th day of run

George Arliss Film is Marjorie Gateson's 4th Call to Hollywood

Marjorie Gateson, talented actress who divides her time between stage and screen, has returned to the Warner Bros. lot in Burbank for the fourth time in less than a year, to play an important role in the George Arliss film, "The King's Vacation," now showing at the Theatre.

In this she has the part of the King's first wife, from whom his marriage was annulled when he ascended the throne. She also is the mother of his lovely young daughter, played by Patricia Ellis.

Miss Gateson also was seen recently on the screen in "Street of Women," starring Kay Francis; "Employee's Entrance," and "Silver Dollar."

Others who have prominent roles in "The King's Vacation," include Florence Arliss, Dick Powell, Dudley Digges, Marjorie Gateson, O. P. Heggie and Maude Leslie.

The story is a highly amusing modern comedy written especially for Mr. Arliss by Ernest Pascal. It was adapted by Mr. Pascal and Maude T. Howell. John Adolfi directed.

7th day of run

No Knee Breeches in "King's Vacation" for George Arliss

In "The King's Vacation," his new picture for Warner Bros., now showing at the Theatre, George Arliss wears a number of uniforms but no knee breeches.

In the king's wardrobe, which is shown in detail in the picture, there are outfits which combine silk stockings and short pants, but Mr. Arliss is content with letting them hang in their cases. The uniforms he wears are elaborate ones, but they all have long trousers.

Mr. Arliss remembered the American antipathy to knee length trousers. Besides Mr. Arliss is a slight man and he appears no less slight in stockings and buckles.

In the picture "Disraeli," Mr. Ar-

CURRENT SHORTS

Arliss' Name Used to Get Fancy Prices at Phony Furniture Sale

When George Arliss returned to Hollywood from England to start work on his latest Warner Bros. production, "The King's Vacation," now showing at the Theatre, he had expected to rent the same home he has occupied here for several years. However, he found it for sale and was amused to learn that the furnishings had been sold off piece by piece as items of value because of their long association with Mr. Arliss. In fact, he says that he learned that considerable furnishings which he had not used at all had been hauled into the house and sold as part of his "possessions."

Dick Powell Learned to Sing at Age of Six

Dick Powell, who has the juvenile role in George Arliss' latest picture for Warner Bros., "The King's Vacation," now showing at the Theatre, is something of a singer as well as an actor. He says he was taught to sing by an old railroad engineer who used to visit the family at their home in Little Rock, Ark. He learned the words and the music of "Casey Jones" when six years old.

George Arliss Always Stops Work For Tea

The production of a George Arliss picture such as "The King's Vacation," now showing at the Theatre, is always halted for a few minutes at three o'clock, at the Warner Bros. studios. This is the actor's hour for tea which he never misses. Jenner, the actor's valet, who has brewed his tea for more than a quarter of a century, brings a steaming kettle of water onto the set and brews the tea, which is orange peecoe. Mr. Arliss invariably takes two cups, with milk.

George Arliss Enjoys Dabbling in Garden

When George Arliss is not strutting before the footlights or the motion picture camera he is experimenting with peas, onions and potatoes. He prides himself on the fine vegetables he grows and last summer he won first prize for his entries at the St. Margarets Garden Show in Kent, England, his summer home. His latest picture for Warner Bros. "The King's Vacation," is now showing at the Theatre.

liss did wear knee breeches in a scene in which he attends a reception tendered him by Queen Victoria. That was necessary to follow the custom of the English courts — where even Charles G. Dawes and Andrew Mellon wore the same kind on official occasions.

But in "The King's Vacation," it is not the English royal family which is depicted, nor do any of the uniform scenes involve an official evening reception. So it was not mandatory that the star wear short pants.

The picture is a highly amusing and modern comedy romance in which Mr. Arliss steps down from the throne to take a vacation as a common citizen. The story was written especially for Mr. Arliss by Ernest Pascal, who also adapted it to the screen in collaboration with Maude T. Howell.

The supporting cast includes Dick Howell, Patricia Ellis, Dudley Digges, O. P. Heggie, Marjorie Gateson and Florence Arliss. The picture was directed by John Adolfi.

Use these brief biographies for stories or blow-ups, then file them for reference.

GEORGE ARLISS

More than a quarter of a century ago, George Arliss came to America from England for a six months' stay in the dramatic company headed by Mrs. Patrick Campbell.



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Cut 15c
Mat 5c

He remained in America, however, to become the most uniformly successful star of the American stage and talking screen.

Mr. Arliss was starred first in the New York production of the play "The Devil" in 1907. His most outstanding successes on the stage were "Disraeli," which he played for five years, "The Green Goddess," which lasted almost as long, "Old English," "Alexander Hamilton" and "The Merchant of Venice," all of which enjoyed long runs.

He made several silent pictures ten years and more ago, but had returned definitely to the stage when Warner Bros. introduced talking pictures to the world. Mr. Arliss was the first actor of great importance to whom they offered a contract. His "Disraeli" was sensationally successful as a talking picture and his present production "The King's Vacation" is his eighth talking picture. Since "Disraeli" was released he has never returned to the stage. All of his talking pictures have been made for the same company, Warner Bros.

George Arliss was born in London in April, 1868, the son of a publisher. His early experience was as a stock actor in the British provinces. In 1899 he married Florence Montgomery, a successful young actress, who appears with him in "The King's Vacation." He maintains a home in London, a country place in Kent, England, and permanent apartments in New York.

Dick Powell

Dick Powell, young master of ceremonies and singer who made his screen debut a few months ago in "Blessed Event," and who will next be seen in an important role in the George Arliss starring picture for Warner Bros., "The King's Vacation," was born at Mt. View, Arkansas. Possessed of natural musical talent, both vocal and instrumental, Dick started his career as a choir singer, moved onto a position as soloist with an orchestra, transferred to a similar position with a theatre orchestra and eventually became the master of ceremonies at that house, from which he was drafted by Warner Bros. for a part in "Blessed Event" as a crooner.



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Since being put under contract by Warner Bros., he has appeared in rapid succession in "Blessed Event," "42nd Street," "Too Busy to Work," and "The King's Vacation." His remarkable singing voice and pleasing personality are rapidly making one of the most popular players of the screen.

Patricia Ellis

Patricia Ellis, young Wampas baby star, under contract to Warner Bros. and who will next be seen in "The King's Vacation," starring George Arliss, was born in New York and trained in the traditions of the stage from earliest infancy by her father, a noted New York producer and director. After playing in "The Royal Family," "Once in a Lifetime" and "Elizabeth the Queen" on Broadway she was signed for a part in "Three on a Match," her screen debut at Warner-First National. "The King's Vacation" is her third appearance in films, having also had a role in "Central Park."



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Dudley Digges

Dudley Digges, importantly cast in the Warner Bros. production "The King's Vacation," starring George Arliss, is a native of Ireland where for many years he appeared at the Irish National Theatre. His first American appearance was in stock in St. Louis.

For the past few years he has been prominent in film circles and has had parts in "The Hatchet Man," "Alexander Hamilton," "The Maltese Falcon," "Condemned," "Outward Bound," "Devotion," "Rebecca of Sunnybrook Farm," "The Upper Underworld" and "The Ruling Voice" in addition to "The King's Vacation" in which he is seen as Lord Chamberlain.

Marjorie Gateson

Marjorie Gateson who has one of the main feminine roles in the Warner Bros. production "The King's Vacation" starring George Arliss, was born in Brooklyn and early started her stage career as a singer in a Walter Damrosch operetta. Her first real part was in "Her Soldier Boy" for the Shuberts.

Since coming to the films, she has appeared in "Silver Dollar," "Employee's Entrance," "Street of Women," "Most Discouraging," "Beloved Bachelor" and "False Madonna" in addition, of course, to the current release "The King's Vacation."

SEE PAGE 8
FOR SURE-FIRE
3-COLUMN ARTIST
SCENE SKETCH

ADVANCE FEATURES

Advance Feature

After "The Devil" What?

Lack of Suitable Stories Worthy of George Arliss Presents Serious Problem

Always Has His Great Stage Success by Ferenc Molnar as Ace in the Hole, But Then What?

By CARLISLE JONES.

FOR more than a year now the men and women charged with the responsibility of preparing screen stories in which George Arliss is to star, have been asking themselves:

"After 'The Devil' What?"

As the slim list of his stage and silent screen vehicles available for adaptation to the talking screen has dwindled, the problem of finding suitable stories for Mr. Arliss has become more and more difficult to solve. Always, in the background, there is one "ace in the hole," one stage success not as yet translated into a talking picture. It has been a kind of bulwark between Mr. Arliss and a serious dilemma.

That unplayed trump has been — and still is — the play, "The Devil," by Ferenc Molnar, which served as the first starring vehicle for George Arliss on the American stage, back in 1907 and which he made into a silent picture in 1924. It continues to stand between Mr. Arliss and the answer to the question:

"After 'The Devil' what?"

He may never make "The Devil" into a talking picture. One reason for this is that he believes it might prove to be an old fashioned melodrama. Another reason is that the play has stood so long between him and a complete divorce from his stage career. And the third reason is that he is almost convinced that the picture public likes him better as a light comedian than as a crafty villain.

Crafty Stage Villain

Crafty villainy was Mr. Arliss' great forte on the American stage. In "The Darling of the Gods," "The Devil," "The Green Goddess," "The Merchant of Venice," and several other roles for which he is now justly famed, he played sly, witty but conscienceless villains.

In the very successful "Old English," he played a crafty old rascal whose lovable qualities no more than balanced his deficiencies in morals. Even as "Disraeli," his most famous characterization, his

shrewdness all but out-weighed the sympathetic qualities of the role. But, aside from "Disraeli," this kind of characterization has not been as successful for Mr. Arliss on the talking screen as the completely sympathetic roles have been. In "The Millionaire" and every picture role since that, the star has played a thoroughly sympathetic part. There has been no really fine villainy in an Arliss role since "The Green Goddess."

All of which adds greatly to the difficulty of selecting Arliss vehicles. Mr. Arliss himself has commented on this difficulty at various times. "Even my most ardent admirers admit that I am not much to look at," he says. "That doesn't much matter in the regular theatre but it has always been considered a drawback on the screen. The kind of parts I play offers no effective scope for the art of osculation. My screen kisses nearly always have to be either paternal or avuncular — never lasting more than a fraction of a second.

No Hot Kisser

"It is," he added, irrelevantly, "impossible to fade out on one of my kisses."

Another time he said of himself, "I can't ride a horse. I can't drive an airplane. I can't even drive an automobile and I'm not youthful enough for anyone to care if I am silently yearning for the love of my ward. So what is there left?"

Another way, perhaps, of saying, "After 'The Devil,' what?" The difficulty in finding roles

suitable to Mr. Arliss is not new to him or to his managers and advisors, however. Since his stardom in 1907 Mr. Arliss has played comparatively few roles on the stage. "Disraeli" and "The Green Goddess" served for something like five years each. "Old English" had almost an equally long run. He has played scarcely

..... Theatre on is an example of the difficulty an author faces in trying to provide the star with a vehicle for the talking screen. Almost a year ago Ernest Pascal, playwright, then in Hollywood, called upon Mr. Arliss and asked him to read a play he had outlined. Mr.

King's Vacation," for use as an Arliss vehicle. It had taken almost a year for so well known a playwright as Ernest Pascal to sell an idea to both Mr. Arliss and Warner Bros. executives.

The caustic wit, sardonic humor and amazing brilliance of the great Frenchman, Voltaire, he believes, will offer him opportunities equal to those he had in "Disraeli" and "Old English."

Has Choice List

Mr. Arliss himself has for many years had a choice list of famous characters he has hoped to play on the stage. Some of these may, in time, be transferred to the talking screen, if he elects to continue in that medium rather than with the legitimate theatre.

One of the men Arliss would like to bring to life on stage or screen is Samuel Peppys, author of the famous "diary" and one of the most interesting Englishmen who ever lived. Peppys, as we know him, offers more than adequate material for the actor's unusual gifts.

Another character Mr. Arliss has seriously considered recreating on the stage, is Cagliostro, the eighteenth century faker and charlatan. The third is the Old Marquis of Queensberry, known about London at the beginning of the eighteenth century as "Old Q." He was not the originator of the boxing rules which bear the name, but he was a famous sportsman of his time and a notorious spendthrift.

All of these were side-tracked temporarily for "The King's Vacation," a delightful comedy romance in which Mr. Arliss, as the king takes a surprising vacation, just as he did in "The Millionaire." In the cast with Mr. Arliss in this picture are Dick Powell, Patricia Ellis, Dudley Digges, O. P. Heggie, Marjorie Gateson and his wife, Florence, who plays the part of his Queen. "The King's Vacation" was directed by John Adolphi.

As one of Mr. Arliss' future pictures, however, there is always in the background, "The Devil," sole surviving representative of his stage stardom. He may and he may not ever transfer it to the talking screen. By avoiding what he fears might now be considered an "old fashioned melodrama," Mr. Arliss is also putting off indefinitely the necessity of answering that repeated query of his associates:

"After 'The Devil' what?"

[THE END]

The Screen's First Gentleman



GEORGE ARLISS appearing in "The King's Vacation," due to appear at the Strand tomorrow. Reports call it the best Arliss portrayal the movies has had. Mrs. Florence Arliss also appears in film.

Cut No. 2 Cut 30c Mat 10c

more than a dozen roles altogether since he was first starred.

"Disraeli" took months in preparation. He had to help write "Alexander Hamilton" to find a role suitable for him at one time. He went to England to visit John Galsworthy to get the American rights to "Old English." He has, in the past twenty years, read thousands of manuscripts and found less than a baker's dozen which he believed he ought to play on the stage.

Roles Difficult to Find

Now, having caught up with his stage and silent picture repertoire on the talking screen, Mr. Arliss and Warner Bros. studio executives are faced with this same old problem all over again. "A Successful Calamity" was the first experiment with a totally new play. His three pictures scheduled for this year, starting with "The King's Vacation" and ending, it is planned, with "Voltaire," will all be new ventures with original stories.

The history of the story "The King's Vacation," the latest Arliss picture, which opens at the

Arliss did read it and referred it to the story department of the studio with a recommendation that it be seriously considered. He talked with Mr. Pascal about it a few times but went off to England a few weeks later without any further evidence of great interest.

Pascal Followed Arliss

But Playwright Pascal had business in England, too, so he trailed Mr. Arliss to the latter's summer home at St. Margaret's in Kent, England, with another, more complete version of "The King's Vacation." Meantime Mr. Arliss, with more leisure on his hands, was seriously reading various scripts sent him by the studio, trying to line up his new season's pictures.

Mr. Arliss evidenced more enthusiasm for the Pascal story in its new form and cabled the Warner studio that he believed it offered interesting possibilities for a talking picture with him in the starring role. The result of that cable was that the studio sent for Mr. Pascal to return to Hollywood from England for the purpose of preparing "The

Advance Feature

When John Adolphi Called Mrs. Arliss 'Sweetheart'

After 2 Years of Restraint, "King's Vacation" Director Forgot Himself in Great Excitement

FOR the attempted assassination of George Arliss in his new picture, "The King's Vacation," which opens at the Theatre on, Warner Bros. built a palace front, an old city square and a brand new "monument" in one of Hollywood's favorite movie locations.

It was there, before seven hundred excited extra players and an augmented cast and crew that Director John Adolphi, who has piloted five Arliss pictures to notable success, made the break which his associates and others, including the unofficial observer, have expected him to make for two years.

Adolphi belongs to the old school of directors, although still a comparatively young man. He directed pictures in the silent days and in doing so he developed two habits which his associates felt sure would eventually get him into an embarrassing position on the Arliss set.

The first of these habits is that of speaking very loudly. The second is his custom of calling any and every feminine player on his set either "honey," or "dearie," or

"sweetheart," when he is anxious to give emphasis to what he is saying.

Just a Habit

He means no offence and no affection by these terms. He means them, in fact, to be friendly and impersonal but emphatic. But those who had watched Adolphi direct Arliss pictures from time to time, particularly those in which Mrs. Arliss appears, were certain that eventually Adolphi would forget himself so far as to call Mrs. Arliss, "sweetheart." Almost everybody, it seemed, wanted to be on hand when that happened. Mrs. Arliss is a lovely lady of

great charm and considerable dignity. In one way or another, Mr. Adolphi had guided the destinies of the picture, "The Millionaire," all through its weeks of rehearsal and production without once forgetting this. He had never failed to speak to her or refer to her as "Mrs. Arliss." It was the attempted assassination of Mr. Arliss, the presence of seven hundred extras and the novelty of a terrific loud speaker which had been placed at his disposal for the scene in "The King's Vacation" that brought about this awaited event to everybody else's amusement.

When the attempted assassination of Arliss took place in the picture, Mrs. Arliss, playing the queen consort to Mr. Arliss' king, occupied a stand with her distinguished husband slightly above and entirely surrounded by a cheering crowd. Shots were fired and the king, slightly wounded, hid this fact from both his wife and the public and continued to stand at attention with his arm around his queen. Then they left the stand together.

It was toward this moment that the company had been working for many hours. Mr. Adolphi's voice was hoarse with shouting and the extras' ears were ringing with the results of his shouts. They were all working very hard against fading daylight and the final "shot" to be taken before they could all go home.

The scene was to stop just as Mr. and Mrs. Arliss reached the top of the steps for their descent from the platform. After any scene of a picture is completed the principals hold their last position for a brief moment while the cameras grind on to make a "test," a short piece of film used to guide the developer in the dark rooms.

At last everybody was ready and Director Adolphi gave his word to go, holding the portable mouthpiece in readiness to call "cut" when the scene was over. Everything worked perfectly. The shots were fired, excitement reigned, Arliss reassured the crowd and put his arm about the queen, waved to the people and started for the steps.

Adolphi, delighted, called "cut," loud enough to startle the golf players on the links two miles away. But Mrs. Arliss had not understood about the "test." She started down the steps, unaware that Mr. Arliss had stopped at the first step and was standing there for the benefit of the cameras.

Then It Happened

Adolphi pranced with agitation. "Hold it sweetheart!" he roared and that awful sentence echoed and re-echoed about the suddenly all-silent set.

Startled, Mrs. Arliss "held it" and looked at Mr. Adolphi for further di-

rections but the director was speechless now, himself.

As remarked before, Mrs. Arliss is a charming lady, a splendid actress and the most dignified player on the Warner lot. Every member of the cast proper and the crew had been waiting for two years, more or less, for this very moment; the moment when Mr. Adolphi would thoughtlessly call Mrs. Arliss, "sweetheart."

Now that he had, no one knew just what would happen. They might have known, of course. Nothing happened. Mr. Arliss broke into a deep-seated chuckle and Mrs. Arliss covered her surprise — if it was surprise — with an understanding grin and returned to her place at the top of the stairs.

"The King's Vacation" is a delightful modern comedy romance, similar in type, though not in story to "The Millionaire," in which Mr. Arliss gives up the king business for a nice long vacation. Others in the cast include Dick Powell, Patricia Ellis, Dudley Digges, O. P. Heggie and Marjorie Gateson. The play was written by Ernest Pascal and adapted by Mr. Pascal and Maude T. Howell.

[THE END]

Advance Feature

George Arliss Rehearsals Simple But Serious Work

"The King's Vacation" Has Most Elaborate Settings
Yet Only Few Props Were Used for Rehearsals

TWO chairs and a table, a pencil and a book — these are the only properties which George Arliss and the players working with him used during the ten days of rehearsal which preceded the actual production of his latest Warner Bros. picture, "The King's Vacation," which comes to the

Theatre on

The Arliss rehearsals are almost painfully simple and serious beyond all semblance of a doubt. Young players, working with the star for the first time, generally attend the first day of rehearsal with the idea that they are to have ten days on salary, earned with a minimum of effort. When they are dismissed for the lunch hour that same day, they already know how mistaken they were. Before they are through with the first rehearsal, they know well enough that they are expected to earn their salary.

The first day of an Arliss rehearsal is devoted to the reading of the play and a general discussion of the characters and the motivation of the story. Until every member of the cast is thoroughly familiar with the story, with the various characters and with the characterizations, Mr. Arliss declines to go ahead with actual rehearsals of lines or business.

Arliss Punctual

The rehearsals are held in a large conference room in a building so far away from the noise and confusion of the studio as possible. They start promptly at ten o'clock each morning and after the first two mornings at least no one is tardy. The players who have worked with Arliss before are not late those mornings, but the new associates sometimes are. Mr. Arliss is politely but firmly insistent that the others be as punctual as he is — and he is never late.

At ten o'clock then Mr. Arliss and his company are locked in their conference room. It is possible to get out of the room but practically impossible to get into it after that hour.

For curious outsiders there is little to be learned outside that conference room door. There are long periods of almost total silence, occasional soft rumbles of voices and once in a while some lines or instructions about lines that can be distinguished. It is, altogether, the most serious place on the whole Warner Bros. lot.

Little by little the business which is later to entertain audiences from the screen is worked out by Mr. Arliss and Miss Maude T. Howell, his advisor on things dramatic and his former stage manager.

The assistant director is there too, but Director John Adolfi, who is later actually to guide the production before the cameras, does not figure in the rehearsals until toward the last. The learning of the lines and the interpretation of character is left to the capable hands of Mr. Arliss and Miss Howell.

Same Props Used

In spite of the fact that settings for Arliss pictures are often elaborate and sometimes extravagant, the properties used in rehearsals are always the same and always the simplest possible. A common wooden chair serves for a dozen various purposes. It may be temporarily the throne as in "The King's Vacation," or it may be a bouncing seat in a rubber-tired carriage or a chair on the sun deck of an ocean-going yacht.

Likewise a plain wooden table may serve for the rehearsal of a banquet, a board of directors' meeting or the discussion of a national crisis. All large handprops, most of them already carefully gathered by the property man assigned to the picture in advance, was represented during rehearsals by a single book. Smaller props, letters and such items, are represented by a common pencil.

If it becomes necessary, as it did in "The King's Vacation," for Mr.

Arliss to get in and out of uniforms, the business is done in the simplest possible manner, by taking off and putting on the coat of his own business suit. The plain walls are described by Arliss as the richly tapestried partitions of a royal palace and they promptly become so for those rehearsing, although neither tapestries nor pictures nor doors nor windows are actually there.

Cast Becomes Perfect

Toward the end of the ten days devoted to rehearsals, Mr. Arliss does at times, have some of the important props brought to the rehearsal room, if, in his opinion, they are vital enough to effect the work of the players when they are first

Advance Feature

George Arliss Always Stops Work at 4.30 P.M.

Star's Faithful Valet Keeps Careful Check on Time
and Can't Be Fooled by Director's Wiles

AT four-thirty each afternoon during the production of one of his pictures at the Warner Bros. studio in North Hollywood, George Arliss goes home.

He has always done so, ever since that memorable day on his first Warner Bros. picture, when cast and crew learned for once and for all, that the provision in the Arliss contract, which called for him to work only between ten in the morning and four-thirty in the afternoon, meant just what it said.

For more than three years, then, Mr. Arliss has been going home at four-thirty and the few — the very few — times he has violated his self-made rule have served only to emphasize the fact that he intends, generally, to abide by it.

Yet, accustomed as they are to the daily departure of the star, the company engaged in the making of an Arliss picture never seems to get used to it. Mr. Arliss almost invariably leaves Director John Adolfi, who has guided him through five

lines up enough work to keep Mr. Arliss long over time. It's a trick that seldom works. George Jenner, the star's dresser and personal valet, sees to that.

This little comedy was enacted almost every afternoon during the making of George Arliss' latest Warner Bros. picture, "The King's Vacation," coming to the Theatre. The scheme is started about three-thirty, when Mr. Arliss has tea. The tea hour is not as definitely set in the Arliss schedule as is the hour of departure, but three-thirty generally

watch," he says calmly and with great finality. "And 'e goes 'ome by the same watch."

Big Ben learned then, for the first time, that Jenner checked his own watch each morning with Mr. Arliss' timepiece and so was sure of his ground. Since then Silvy has never tried to fool Jenner about the real time.

There are other tricks by which the assistant director tries, generally without success, to steal a few minutes out of the star's day. With only a few minutes to go to the fatal hour of four-thirty, Silvy is apt to discover that Mr. Arliss needs something from his dressing room, a room to which only Jenner and Mr. Arliss have keys. He suggests that Jenner get the item — hoping that Jenner will spend more than the few minutes remaining in the Arliss working day on his way to and from the dressing room.

Jenner Wise to Tricks

But Jenner is up to these tricks now, too. Sometimes he consults Mr. Arliss as to the necessity Silvy has told him about; sometimes he shows an unusual burst of speed and gets the needed item and returns to the stage, watch in hand to announce that it is "four-thirty, and time for Mr. Harliss to go 'ome."

Director Adolfi is never discouraged, however. Every afternoon at three-thirty he begins to hustle his company toward that time when Mr Arliss will depart and he will be made a martyr. He saves interesting bits of information about the picture, breath-taking ideas about the next day's plans, discussions about costumes and cast until a minute before four-thirty, thinking that by this subterfuge he may hold Mr Arliss longer than usual

Jenner the Alarm Clock

These methods almost invariably fail. Jenner, watch in hand, pushes his great bulk between the assured but not over-sized Adolfi and the slight Mr. Arliss and reminds them both of the hour. And Mr. Arliss marches off, followed by the soft-shoed, stolid Jenner, leaving Adolfi breathless with apparent astonishment and swearing softly to himself. When Mr. Arliss is safely out of hearing, Adolfi comes out of his silence and swears aloud.

It is true, of course, that Jenner knows he has real authority behind him. Mr. Arliss depends upon Jenner to see that he does not overwork and the studio authorities, anxious to keep Arliss in good health during a production, are equally solicitous over his welfare. The Arliss company wastes no time while the star is on the set and generally accomplishes more in the five and a half working hours he gives the company than an average production unit does in half again as much time.

Mrs. Arliss Works

An interesting angle of the whole thing is, that while Mr. Arliss is protected by contract and custom from working more than the five and a half hours daily (allowing one hour for lunch,) Mrs. Arliss is accorded no such prerogatives. She plays an important role in the star's new picture, "The King's Vacation," and she has played in other pictures with him, notably "The Millionaire" and "Disraeli," but she is expected to work the usual eight hours and longer if necessary. Mrs. Arliss is regarded officially as one of the cast and only Mr. Arliss is privileged to walk off the set at four-thirty. Frequently he walks off and leaves Mrs. Arliss still working.

There is a reason for this too, of course. Mr. Arliss dominates in his pictures. During production he works almost every day and in almost every scene. No one else is called upon to give so much time or energy to the production. No one else needs so much to have his energy conserved.

"The King's Vacation" is one of Mr. Arliss' most delightful comedies, although there are spectacular scenes, some thrills and a charming romance. The play was written directly for Mr. Arliss by Ernest Pascal, who also adapted it to the screen in collaboration with Maude T. Howell.

Among those in the cast are Dick Powell, Patricia Ellis, Dudley Digges, O. P. Heggie, Marjorie Gateson and Florence Arliss, the star's wife.

SPECIAL PUBLICITY SKETCH

Use for advance or day after opening

IN "THE KING'S VACATION" AT STRAND



MRS. GEORGE
ARLISS HAS THE
ROLE OF QUEEN

PATRICIA ELLIS
PLAYS HIS
DAUGHTER

MARJORIE GATESON
AS HIS
MORGANATIC WIFE

DICK POWELL
AS A MECHANIC
ASPIRES TO THE
KING'S DAUGHTER

Cut No. 29 Cut 45C Mat 15C

actually handled. But generally speaking, a cast in any Arliss picture, as was the case in his present feature, reaches the first day of production letter perfect in lines and business from long hours of patient rehearsing with two chairs, a table, a pencil and a book.

"The King's Vacation" is a delightfully humorous comedy romance written specifically for Mr. Arliss by Ernest Pascal, who also adapted the story to the screen in collaboration with Maude T. Howell.

Among those in the supporting cast are Dick Powell, Patricia Ellis, Dudley Digges, O. P. Heggie, Marjorie Gateson, and the star's wife, Florence Arliss. The picture was directed by John Adolfi.

productions, breathless with astonishment when he goes.

Adolfi seems to hold a continuing belief that some day Mr. Arliss will forget the hour and work over time. He never has. He probably never will. But Mr. Adolfi will no doubt go on about directing Arliss pictures still hopeful that he may succeed some time in stealing an hour of Mr. Arliss' valuable time.

Trick Seldom Works

Big Ben Silvy, who has been assistant director on every talking picture Mr. Arliss has ever made, is as perennially hopeful as his chief. In his zeal to figure out something for Mr Arliss to do up to the last possible moment he will be on hand, Silvy almost invariably

finds Jenner serving his master tea.

With only an hour to go, so far as the star of the picture is concerned, Director Adolfi automatically speeds up. The Arliss pictures invariably finish on time, frequently ahead of schedule. Yet they proceed at an orderly pace save for that last hour each afternoon. Faced with the loss of his principal player, Mr. Adolfi daily shows signs of strain between tea time and time Mr. Arliss leaves.

Setting Back Watch

Big Ben Silvy once had the happy inspiration of setting his own watch back a half hour in a desperate effort to keep Mr. Arliss over time. But it didn't fool Jenner.

"Mr. Harliss came to work by this

NOVEL CARTOON ADS CAN BE USED FOR PUBLICITY STORY

Note to Exhibitor:—For additional rare publicity we suggest you show the advertising managers of your local newspapers, the novel cartoon style of advertising used for "The King's Vacation." Point out to the advertising manager that this new departure in Motion Picture Theatre advertising, is worthy of editorial comment.

FLEXIBLE HOLIDAY ADS



**GALA
WASHINGTON'S
BIRTHDAY BILL!**

Give yourself a real holiday by treating the family to this big festive program of Warner Bros.' shows!
Great Star Array Headlined by—



GEORGE ARLISS
in
THE KING'S VACATION

The screen's finest actor in a rollicking comedy of Unemployed Kings! With two charming new screen lovers—
DICK POWELL and PATRICIA ELLIS

AND THESE SPECIAL EXTRA ATTRACTIONS

**"PLEASURE
ISLAND"**

Laughs, thrills and melody of a big stage show packed into a Tabloid Musical Comedy All in Technicolor

**ABE
LYMAN
and BAND**

See this famous band you hear on the Radio! A rhythm reel packed with pep and personality.

**EDGAR
BERGEN**

Famed star of stage and radio with his one-man circus of nonsense and novelty.

**STRAND
WEDNESDAY**

Cut No. 22 Cut 40c Mat 10c

241 LINES

1-COLUMN SLUGS



Cut No. 16 Cut 40c Mat 5c

16 LINES



Cut No. 15 Cut 40c Mat 5c

16 LINES

SPECIAL ADS FOR SPECIAL UNIT SHOW FOR WASHINGTON'S BIRTHDAY

"The King's Vacation" is an ideal holiday feature and Warner Bros. have selected special VITAPHONE SHORTS to accompany it, providing a perfect ready-made program which you can book as a unit show. AND HERE ARE ADS ALL READY FOR YOU, SELLING THE WHOLE SHOW, with special holiday art and copy. If you have failed to book these shorts, other "Short" copy can be substituted in these layouts. If you are playing the feature on some other date, the top decoration and special copy can be omitted. Then with slight adaptations you will have regular ads on "The King's Vacation" suitable for any date.



LET'S MAKE IT A *Real* HOLIDAY

Pack up the family and join our big
**WASHINGTON'S
BIRTHDAY
FESTIVAL OF FUN**

Laugh, loaf and be gay . . . The brightest stars of Broadway and the screen in a rollicking Warner Bros. show!

**GALA HEADLINE
ATTRACTION . . .**



Direct from record
New York engagement at famous
Radio City Music Hall.

GEORGE ARLISS
in
"THE KING'S VACATION"

The Private Affairs of a Jobless Monarch!
with **DICK POWELL • PATRICIA ELLIS**

AND THESE SPECIAL EXTRA FEATURES!

**"PLEASURE
ISLAND"**

Girls—Songs—Laughs—All the thrills and fun of a big stage show crowded into a Tabloid Musical Comedy—All in Technicolor.

ABE LYMAN and BAND

Hit band of the hour in a rhythm reel packed with personality.

EDGAR BERGEN

World's greatest ventriloquist and his one-man circus of nonsense and novelty.

STRAND

Cut No. 23 Cut 60c Mat 15c

390 LINES

Novel Cartoon Ads That Sn

THE LOVE LIFE OF AN UNEMPLOYED KING!

See what happens when a king who used to be a man becomes the man who used to be king!

GEORGE

ARLISS "THE KING'S VACATION"

A rollicking comedy of jobless Kings with Dick Powell, Patricia Ellis, O. P. Heggie and a big Warner Bros. cast.

Direct from record-breaking New York engagement at famous Radio City Music Hall!

STRAND

Cut No. 20 Cut 60c Mat 15c

258 LINES

HERE ARE DIFFERENT

The 5 layouts on these 2 pages are they can be used as they are, or with the Cut the cartoons off any one of them — and the open sides — and you will have a column measure.

For example, if you want a shallow easily make it from the bottom section of 1-column ad use the right half of Ad No. 21 with the cartoons eliminated will produce column ads. SEE THE WASHINGTON'S ON PRECEDING PAGE FOR ADDITIONAL CAN BE ADAPTED FOR STRAIGHT "KING"

See what happens to ROYALTY ON THE BARGAIN COUNTER!

Second-hand potentates (kings to you!), good as new and selling at a dime a dozen! Warner Bros. offer the gleeful solution to the problem of overproduction in royal palaces!

GEORGE ARLISS

in the crowning achievement of his distinguished career

"THE KING'S VACATION"

with
DICK POWELL
PATRICIA ELLIS

STRAND

Cut No. 11 Cut 40c Mat 10c

218 LINES

Down with the upstarts— Bring back the king— The great Arliss reigns supreme again!

The screen's finest actor... A role as human as an Emperor in his Nightshirt! A Warner Bros. hit direct from capacity run at Radio City Music Hall, world's largest theatre.

GEORGE

ARLISS

IN

"THE KING'S VACATION"

WITH

STRAND

DICK POWELL
PATRICIA ELLIS

Cut No. 21 Cut 40c Mat 10c

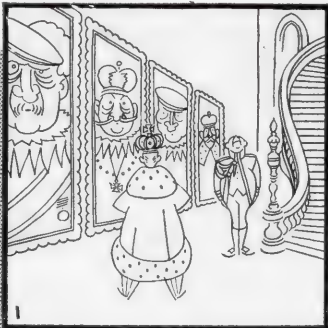
212 LINES

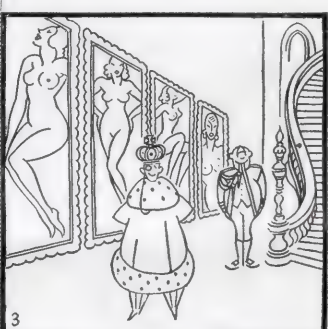
Snack Across Comedy Angle

RE 10 T ADS

pecially planned so that
cartoon units eliminated.
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Ad No. 10. For a deeper
26. Ad Nos. 11, 20, and
vide various sizes of 2-
BIRTHDAY LAYOUTS
AL MATERIAL WHICH
NG'S VACATION" ADS.





**THIRTY YEARS ON
THE SAME THRONE—
AND THEN THE
KING GOT SORE!**

See for yourself what
happens when an ex-
king goes on the loose!



GEORGE
ARLISS
IN
**"THE KING'S
VACATION"**

Warner Bros.' rollicking comedy
of unemployed monarchs! With
**DICK POWELL
PATRICIA ELLIS**

[THEATRE NAME
AND POLICY HERE]

Cut No. 26 Cut 40c Mat 10c

190 LINES

Ticket-Selling Catchlines

See what happens to second-hand kings!

* * *

The love-life of an unemployed king!

* * *

A role as human as an emperor in his undershirt!

* * *

Thirty years on the same throne—and then the king got sore!

* * *

Maybe the *King* can do no wrong—but see what the *ex-King* is up to!

* * *

Rollicking comedy of jobless monarchs!

* * *

Grand manner entertainment. . . . Fit for a king!

* * *

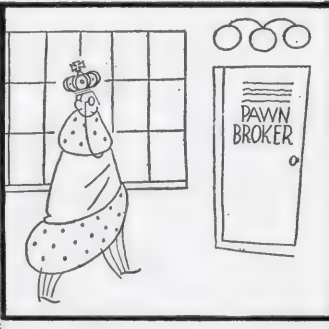
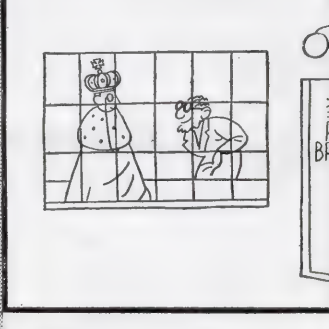
See what happens when the king who used to be a man becomes the
the man who used to be king!

* * *

Royalty on the bargain counter!

* * *

The crowning achievement of Arliss' distinguished career!


**What Happens to
Second-Hand Kings?
See**

GEORGE
ARLISS



in
**"THE KING'S
VACATION"**

A Warner Bros. hit with
**DICK PATRICIA
POWELL • ELLIS**

STRAND

Cut No. 10 Cut 20c Mat 5c

135 LINES

The turn-away business done by the world's largest theatre, the New Radio City Music Hall, with "The King's Vacation" is worth the strongest kind of plug. Ads on this page supply that plug.



The BIGGEST Theatre in the World Wasn't BIG ENOUGH!
6,199 seats—yet thousands waited in line for hours (as shown by this actual photograph) to see this great Warner Bros. picture in record-breaking engagement at famous Radio City Music Hall in New York.

NOW! FIRST SHOWING IN DAYTON—
GEORGE ARLISS
"THE KING'S VACATION"
The screen's finest actor in an uproarious modern comedy of Unemployed Kings! With a new team of young lovers who will win your heart—
DICK POWELL — PATRICIA ELLIS

STRAND

Cut No. 25 Cut 40c Mat 10c
164 LINES

RADIO CITY TURNED THEM AWAY!
Direct from engagement at New York City Music Hall—first picture to draw overflow crowds to the biggest theatre in the world!

GEORGE ARLISS
"THE KING'S VACATION"

Another great Arliss show combining the dramatic intensity of "Disraeli" and the comedy of "The Millionaire"... Big Warner Bros. cast including Dick Powell, Patricia Ellis, O. P. Heggie.



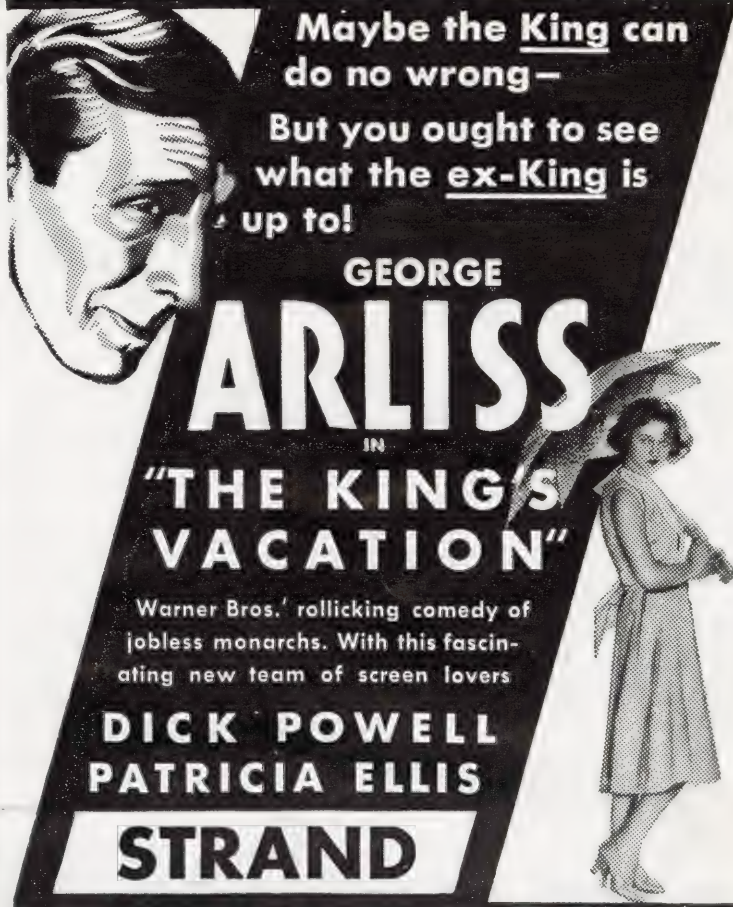
STRAND

Cut No. 18 Cut 40c Mat 10c
106 LINES

Maybe the King can do no wrong—
But you ought to see what the ex-King is up to!

GEORGE ARLISS
"THE KING'S VACATION"
Warner Bros.' rollicking comedy of jobless monarchs. With this fascinating new team of screen lovers
DICK POWELL PATRICIA ELLIS

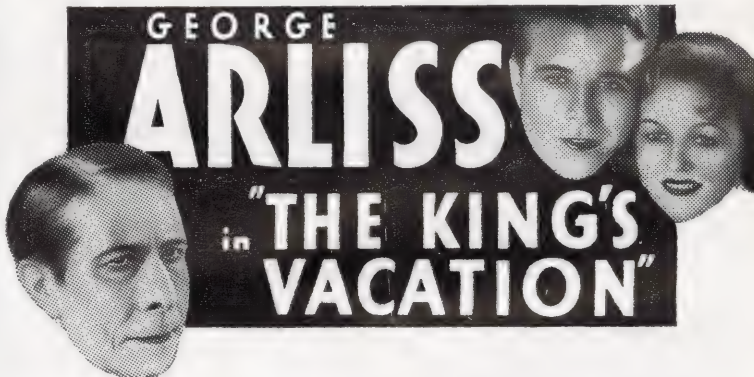
STRAND



Cut No. 33 Cut 40c Mat 10c
176 LINES

2-COLUMN SLUGS

GEORGE ARLISS
"THE KING'S VACATION"



Cut No. 19 Cut 40c Mat 10c
56 LINES

GEORGE ARLISS
"THE KING'S VACATION"



Cut No. 17 Cut 40c Mat 10c
56 LINES

CURRENT FEATURES

Current Feature

Real Studio-Built Palace in "The King's Vacation"

Planned With a Magnificence That Equals in Splendor,
Buckingham and Other Royal Homes

WITH the additions of foundation and roof line plans, a contractor could easily build a real palace for a real king from the specifications prepared by Warner Bros. draftsmen for the latest George Arliss picture, "The King's Vacation," now playing at the Theatre.

on

This picture palace is only two stories high and it was built within the four walls and between the floor and the roof of one great sound stage, but otherwise it was so complete in every detail that it could have been finished off into a real home for a king. The palace rooms proper are built on a scale and planned with a magnificence equal to any similar quarters in Buckingham Palace or Windsor Castle.

Actually the palace is not a "copy" of either of these nor is it an exact duplicate of any palace extant, according to Anton Grot, art director for the new Arliss picture. The grand stairway and entrance hall is much like that found in the great palace at Sanssouci, sometimes known as Frederick the Great's "pleasure house," and one of the most famous edifices in Europe.

KING OF ACTORS



GEORGE ARLISS, star of "The King's Vacation," Warner Bros. film now at Strand.

Cut No. 3 Cut 15c Mat 5c

Grot visited that palace while in Europe a year ago and made sketches which he used in part for the sets of "The King's Vacation." For other rooms he copied sketches he had made the same year in various Viennese palaces and royal houses. The locale of the Arliss story, while never actually stated, is ostensibly somewhere in middle Europe, and Grot borrowed generously from the samples of baroque architecture he found there in planning the sets for "The King's Vacation."

Under present conditions, Grot says, the motion picture studios are a kind of temporary paradise for the ambitious architect who dreams of seeing his most impressive creations on blue-print come to life. In these conservative times such an architect might wait for years or, in fact, a lifetime for an individual or state to give his ability full play. In pictures, however, he may see his handiwork actually take form and substance almost immediately and this is a great satisfaction.

Planning a Palace

For a motion picture palace receives a vast amount of attention from a well paid staff of qualified architects. In the case of the royal

abode for Mr. Arliss, more than seventy great sheets of blue prints were prepared. These included floor plans, elevations of the principal rooms, minute detail of doors, windows, trim and decoration. They were as complete for the parts of the palace they concerned as they would have been if the contractors were to build the palace from real stone and marble for a permanent residence.

Sixty thousand square feet of imitation marble went into this "palace." Thirty tons of plaster were used for decorative purposes and for the Gargantuan figures in the entrance hall. The walls of the principal rooms were thirty feet high. Vast quantities of panelling and hand carved wood trim were required to give the richness needed to the sets.

Largest Stairway

The grand stairway itself was the largest Grot had ever planned and he claims the distinction of having built the first real stairway ever constructed for pictures. Before that, back in 1912, motion picture producers had been content with painted stairways on painted drops, such as were once featured on stage curtains.

Grot built a real stairway for a picture and nearly lost his job for doing it. But it photographed so realistically that he kept both his job and his ideas. Those first wooden steps led the way to the wide sweep of marble in the grand staircase for "The King's Vacation," twenty years later, and the difference between them is, to Grot's way of thinking, essentially the difference between pictures then and now.

While there are spectacular sequences in the early part of the picture taken in or about the palace, the picture is largely a comedy, in which Mr. Arliss abdicates the throne in order to enjoy the simpler life for which he had longed. The play was written specially for Mr. Arliss by Ernest Pascal, and adapted by Mr. Pascal and Maude T. Howell.

Among those in the cast with Mr. Arliss, are Dick Powell, Patricia Ellis, Dudley Digges, O. P. Heggie, Marjorie Gateson and Florence Arliss. The picture was directed by John Adolfi.

(THE END.)

George Arliss Talkie Record

"DISRAELI"

"THE GREEN GODDESS"

"OLD ENGLISH"

"THE MILLIONAIRE"

"ALEXANDER
HAMILTON"

"THE MAN WHO
PLAYED GOD"

"A SUCCESSFUL
CALAMITY"

"THE KING'S
VACATION"

Current Feature

Patricia Ellis Delighted at Being With George Arliss

Not Even Election as Wampas Baby Star Gave Her
Greater Kick Than Playing in "King's Vacation"

BEING elected a Wampas Baby Star for 1933 doesn't seem half so important to Patricia Ellis — though she admits she's flattered by it — as playing a role opposite George Arliss in his latest Warner Bros. picture, "The King's Vacation," now showing at the Theatre.

Patricia was elected, along with fourteen other future stars, in the annual awards banquet of the studio publicity

ARLISS COMPLIMENTS ELLIS!



Patricia Ellis, sixteen-year-old screen player who makes her bow to movie audiences in "The King's Vacation," George Arliss' film, is being congratulated by the star on her excellent portrayal in the film.

Cut No. 7 Cut 30c Mat 10c

people, as one "who gives exceptional promise and whose eventual stardom is predicted."

"I wouldn't have missed this chance," she said after the picture had been completed, "for anything in the world. I've learned more from Mr. Arliss and his company in the time I've been with them than in nearly all the time I've spent on the stage."

It seems like a large admission. But then Patricia is only sixteen, so she can't have been on the stage so very many years. Still, being the daughter of Alexander Leitch, New York producer of musical comedies and other stage attractions, she has had more stage experience than the average sixteen year old actress.

"I'm glad the chance came while I was young in pictures. I'll never forget what I've learned while working with Mr. Arliss as long as I live."

That's a larger admission than the other. Patricia may live a very long time. Probably will. But it's no more than other players have said about working with George Arliss. And just as does the youthful Patricia, they meant it — every one of them.

Of course, being so very youthful, Patricia is in the first blush of her enthusiasm for picture making, anyway.

She waited, long after she had been dismissed from a set for the day, in order to see the rushes with the director. Not, as you might suppose, out of vanity, or even curiosity — but because she's bent on improving herself.

She wants to be, in her way, as perfect as Mr. Arliss is in his.

Arliss Her Model

She watched every shot in which she appeared. She is hypercritical of herself, of her posture, of her voice, of intonation, diction, of everything she says and does upon the screen. She took home faulty action and speech with her, studying over where she could have improved it. She talked it over with her father. She talked it over with Mr. Arliss, who, is always ready to help the youngsters.

Someday, — oh, a long way in

the future — she expects to reach the point where she will be perfect enough so that she won't have to see the rushes every day, looking for faults.

From the time she was old enough to walk out onto a stage, Patricia understudied the leading ingenues of many of her father's shows. It was while she was playing in "The Royal Family," "Once in a Lifetime" and "Elizabeth the Queen," in a New York theatre, however, that she attracted the attention of Warner Bros. executives, and shortly afterwards she was sent to the coast under contract.

Her unusual opportunities for an early start, however, are not allowed to interfere with her education. Born in New York, May 20, 1916, she entered Brentwood Hall and appeared on the stage only during vacations. Now, as a Warner Bros. contract player, she will still attend the trim little school on the studio lot.

With Ned Weyburn

Excelling in most of the arts, she plays the piano well, studied dancing for five years with Ned Weyburn, and believes she could write if she had the time.

She is blonde, with light brown hair and blue eyes, is tall and slender, being five feet six inches in height, and weighs 115 pounds. Her interests are cosmopolitan, despite her youth.

One of her ambitions, when she came to Hollywood, was to play opposite James Cagney. This plum has been given her without her asking for it. Although, as in "The King's Vacation," she is paired with Dick Powell, the two supplying the youthful love interest, she has already, because of her outstanding work, been selected as the feminine lead opposite Cagney in his forthcoming picture, "Picture Snatcher."

Other tried players whom Patricia had an opportunity to play with and to emulate in "The King's Vacation" include Dudley Digges, famous Irish actor, O. P. Heggie, next to Mr. Arliss, one of the best known English actors in America, and Marjorie Gateson. Mrs. Arliss also has a leading role in the picture. John Adolfi directed.

George Arliss Pictures Lucky for New Player

Same Fortune Now Smiles Upon Patricia Ellis and Dick Powell Who Appear in "King's Vacation"

ONLY a few options ago, as time is figured in Hollywood, two young players emerged from comparatively small parts in Arliss pictures to take their places in the ranks of new screen stars.

James Cagney was one. Bette Davis was the other. They did not work in the same Arliss picture. Cagney appeared in a brief but amazingly effective role in "The Millionaire,"

SPECIAL ART



Patricia Ellis and Dick Powell, new screen players whose efforts in "The King's Vacation," starring George Arliss, have established them as the movies' latest favorites.

Cut No. 9 Cut 30c Mat 10c

and went from that, almost directly, to "Public Enemy," a picture which fixed him in the Hollywood constellation of successful stars.

Bette Davis appeared with Mr. Arliss in "The Man Who Played God," and graduated from that directly to "The Mouthpiece," and featured roles for Warner Bros.

Just now two other young players, not unlike these two, have been assigned roles with Mr. Arliss in his latest picture, "The King's Vacation," now showing at the Theatre. Their progress there is being watched closely by their friends and their studio. One is Dick Powell, youthful master of ceremonies from Pittsburgh, who first appeared in "Blessed Event" and later in "42nd Street," and the other is Patricia Ellis, daughter of Alexander Leftwich, New York director-producer.

Together Miss Ellis and Mr. Powell provide the youthful romance of the new Arliss picture. Working in a production with this star is considered an honor and an opportunity in Hollywood and the chance that is being given these two young people is sincerely envied by most other young players in the film colony.

Powell already has a considerable following. So had Cagney, before he played in "The Millionaire," but he went up rapidly after he appeared with Mr. Arliss in that. Bette Davis dates her real success from the day she was awarded the role in "The Man Who Played God," opposite Mr. Arliss.

Arliss Good Training

Other young players who were sent far on their road to fame through associations with Arliss productions on stage and screen, include Jeanne Eagels, Evalyn Knapp,

Donald Cook and David Manners. There are many others.

Warner Bros. executives, when they have promising young players, like to cast them in Arliss pictures, if the star is willing, to see just what they have in them. Under the Arliss rehearsal method and his painstaking guidance a young player's ability is sure to be brought out.

Another successful young actor like Cagney may be in the making in the filming of this new Arliss picture. Dick Powell is said to give high promise, equal to that given by Cagney before his association with an Arliss production.

Miss Ellis is thought by many to be the most promising of all the young women under contract as stock players to the Warner Bros. studios and she is now being given her first real chance to show her full ability.

New Romantic Team

Powell and Miss Ellis are launched in this picture as a new romantic team, supplying the youthful love interest in the Arliss production. Their team work was so excellent in "The King's Vacation" that studio executives plan to continue them in this capacity in other pictures.

Mr. Arliss' role of a king is a comedy drama of a ruling monarch who dislikes his royal duties so much he takes a surprising vacation. The story was written specially for him by Ernest Pascal, and adapted to the screen by Mr. Pascal and Maude T. Howell.

Among others in the supporting cast are Dudley Digges, O. P. Heggie, Marjorie Gateson, Florence Arliss, Vernon Steele, James Bell and Maude Leslie. The picture was directed by John Adolf.

George Arliss Picture Reveals Another Potential Film Star

Curious Parallel in Lives of James Cagney and Dick Powell Who Plays in "The King's Vacation"

THOSE who remember the filming of the George Arliss picture "The Millionaire" recall that a red headed young actor in that company occupied his spare hours practicing dance steps on the side-lines. The youthful red head was James Cagney, who graduated out of a small role in that Arliss production into stardom on his own behalf.

These same observers who worked with George Arliss in the Warner Bros. picture, "The King's Vacation," now showing at the Theatre, are equally interested in another young actor, one who spent his spare time about the set, singing snatches of song and trying out his voice on the chipmunks when on location.

That young man is Dick Powell. Jimmy Cagney was a hooper before he was an actor and Dick Powell was a singer before he ever donned grease paint for the benefit of the cameras. There seems to be a great similarity between the early Hollywood careers of these two and those who watched both through Arliss productions think that Dick may follow rather closely in Jimmy's footsteps and achieve stardom or near-stardom himself before "The King's Vacation" has run many weeks.

Different Backgrounds

Their backgrounds, however, are entirely different. Dick Powell is a country boy, born in the Ozark Mountains of Arkansas, who sang his way out of his native state and into the hearts of theatre patrons in Louisville, St. Louis and Pittsburgh. Cagney, on the other hand, was purely a New York product and had scarcely left the Manhattan environs prior to his first trip to Hollywood.

Powell's early career actually started in Little Rock, Arkansas, where he played in an orchestra nights, sang in a church choir on Sundays, and collected nickels out of pay boxes for the local telephone company during the week. As his fame as a singer spread he moved to Louisville first and from there to the larger cities where he became, eventually one of the country's most popular master of ceremonies.

Between these extremes, however, there were a few bleak years. There was one summer when he travelled with an orchestra under the misleading billing of "Bill Powell." There was an unsuccessful venture in Florida and several unprosperous summers in resort hotel orchestras.

Hit in "Blessed Event"

Powell was brought to Hollywood by Warner Bros. from a Pittsburgh theatre to play the "crooner" role in "Blessed Event." He showed such

DICK POWELL



Supporting George Arliss in "The King's Vacation"; The Warner Bros. Picture now at the Strand.

Cut No. 4 Cut 15c Mat 5c

promise, that the same company signed him immediately for a long term contract and he has since devoted his entire time to pictures, playing the juvenile role in "42nd Street."

In "The King's Vacation," he is teamed with the pretty Patricia Ellis, the pretty New York stage player. The two supply the youthful love interest in the story, which is similar in type to that of "The Millionaire." Mr. Arliss again takes a vacation, this time from the king business.

There are many spectacular scenes, romance and plenty of humor in the picture, the story for which was written by Ernest Pascal specially for Mr. Arliss, and adapted to the screen by Mr. Pascal and Maude T. Howell.

Among others in the cast are Florence Arliss, wife of the star, Dudley Digges, O. P. Heggie, Marjorie Gateson, Vernon Steele, James Bell and Maude Leslie. The picture was directed by John Adolf.

PROGRAM SHORTS

The new Dick Powell-Patricia Ellis romantic "King's Vacation" screen tie-up has the Hollywood keyhole-peepers making rash speculations on what it will do to the Dick Powell-Mary Brian off-screen combine. But that's another story.

George Arliss and his wife, Florence Arliss, who supports him in "The King's Vacation" insisted on walking from their home to the Warner Bros. Studios...after the true English fashion—arriving before eight o'clock.

George Arliss, who is extremely interested in humane society work among animals, has given an animal ambulance to the Society for the Prevention of Cruelty to Animals. Arliss is one of the most ardent supporters of this work both in England and in America.

Dick Powell who, with Patricia Ellis forms the new love-team in "The King's Vacation" starring George Arliss—was signed by Warner Bros. for the role of a crooner in "Blessed Event," while

acting as Master of Ceremonies in a Pittsburgh theatre.

George Arliss earned his first dollar (except that it was in shillings) in his father's London printing and publishing office. His "four bob" went for a high-up seat at one of London's leading theatres and a box of peppermints. He was seventeen at the time.

Dick Powell wears the largest mufflers in Hollywood, despite the warm climate. His friends wonder what he wore when he was in the frigid East. Probably armor.

George Arliss has got it down to a science—keeping that monocle from reflecting the lights on the set into the camera.

Pretty Patricia Ellis who has already been given a featured role with George Arliss and Joe E. Brown in "Elmer the Great" in "The King's Vacation"—is sweet sixteen and...you know the rest.

EXPLOITATION SECTION



ELECT A KING AND QUEEN AND GIVE THEM A KING'S VACATION

HERE is a really logical opportunity to conduct a popularity contest in connection with this picture. A popular vote for the King and Queen who will be rewarded with a "King's Vacation of One Week" should find favor with your newspaper. The prizes of these vacation trips should be secured thru some tie-up arrangement with a Tourist Agency, or Travel Bureau or steamship line. While it may not be possible to obtain these prizes entirely gratis, you should experience no difficulty in getting a liberal discount from the Tourist Agency in return for the splendid publicity and advertising which they will receive.

To make the proposition more alluring to them, let them set up in your lobby some attractive display which sells the vacation idea and the scope of operation of the Tourist Agency involved.

You can even go further, if house policy permits, and allow those co-operating to supply you with neat travel circulars which can be folded in with heralds or some other house distribution matter. Details of contest should also be announced on the screen, and credit for the prizes and the co-operation extended can be given to the Travel Bureau. This, in itself should be sufficient incentive to induce the donation of all, or at least a liberal portion of the prizes.

CAN ALSO TIE-IN MERCHANTS

There is still another angle that will build up this contest to even greater proportions and which can be readily put over in any number of situations.

This supplementary contest feature is the enlisting of cooperating dealers to participate in the plan. Such merchants as luggage shops, sport wear and sporting goods concerns, travel accessory dealers, etc., and in some cases leading department stores, may tie in for the exclusive privilege of donating the supplementary prizes. By allowing the store customers to give out a Voting Coupon good for 10 votes with every dollar purchase in their

establishment or in the case of department stores, with each dollar spent in the departments contributing prizes, the tremendous benefit to these merchants can be readily seen.

As a reciprocal gesture a display of the prizes can be made in lobby with proper credit given and if policy permits, screen credit given as well in the contest announcement trailer.

In addition, it will often be possible to bring in the cooperating merchant ad feature or the double truck tie-up idea as outlined elsewhere in this exploitation section. The copy in these ads need only

be changed to fit in with the contest participation by the advertisers.

The publicity story given here presents the "Give Your King and Queen A King's Vacation" idea as a straight tie-up with newspaper and travel bureau. When merchants are brought into the picture, this added angle can easily be incorporated and the supplementary prizes listed beneath that of the travel agency. When merchants are tied in, be sure that attractive co-operative window displays are featured as an important part of the campaign.

Here is your first day publicity story. Copy for advance announcement is furnished in another column.

Advance Contest Announcement

Here is your advance contest announcement. Induce your co-operating newspaper to publish this within a box in the news section a day previous to publication of first publicity story.

WIN A KING'S VACATION!

We urge our readers to watch these columns carefully tomorrow for details regarding a big popularity contest in which everybody is invited to vote for the persons whom they wish to be designated as "Queen" and "King" of Akron.

"A King's Vacation" will be awarded the winners in this contest thru the co-operation of the Strand Theatre which plays George Arliss in "The King's Vacation" next week, and the Acme Tourist Bureau. Make up your mind now what man and woman you wish to nominate for this marvelous "King's Vacation."

Voting coupons will be published in tomorrow's News. WATCH FOR THE CONTEST DETAILS.

NOTE TO EXHIBITOR:

For your second day and succeeding contest stories, repeat the Contest Details and Description of Prize "King's Vacations" together with names of 20 leading candidates, and their standing to date. As contest progresses and the standings of contestants change or new names appear among the leaders, publish this information for benefit of readers. In addition, a large tally board should be prominently displayed in theatre lobby with the daily changes in standing of candidates furnished the visiting public.

Try to plant a star or scene cut with each day's contest story. As contest progresses publish the pictures of the "King" and "Queen" candidates who are leading and also the close "runners-up."

Initial Contest Story ELECT AKRON'S QUEEN AND KING; GIVE THEM A KING'S VACATION

Voting For Most Popular Local Man and Woman Starts Today In Strand-News Contest

Mr. George Arliss will be shown enjoying himself immensely on "The King's Vacation" at the Strand Theatre next week. And of course that goes for the Queen, too.

And right here we have thought out the grand idea of giving Akron's most popular man and woman, a King's Vacation.

Here is the plan in a nutshell. Let's send Akron's own "King" and "Queen" on "A King's Vacation." Readers of the News and patrons of the Strand Theatre are to choose a King and Queen to be thus honored and royally entertained for a whole week.

The most popular male and the most popular female resident of Akron who receive the greatest number of votes cast by you folks will each enjoy "A King's Vacation" for one week through the splendid cooperation of the Strand Theatre and The Acme Tourist Agency. Both the winning "Queen" and "King" as determined by the ballots cast, will each be awarded the following "King's Vacation."

Here is what will be included in "The King's Vacation" as scheduled by the Acme Tourist Agency. (Detail here trip in full, naming route (railroad or bus), hotel accommodations, sightseeing trips, stopovers, etc.)

Today is the first day to name and vote for your candidates. A voting coupon is printed here for

that purpose. Ballots will be published each day during contest period. Instructions on same tell you just how to nominate the man and woman whom you would like to see crowned "King" and "Queen" and win "The King's Vacation." There is nothing to prevent you from placing your own name on the ballot. In either case it is up to you to go after votes among your friends to aid in making your choice of candidates the winning ones. In addition, each and every patron of the Strand Theatre will receive a similar ballot to be filled out in the same. Note that all ballots whether clipped from this newspaper or received at the Strand must be deposited at The Strand in the ballot box placed in the lobby for that purpose.

So go to it NOW. You learn in history of the "makers of queens and kings." You are going to create history right here as the makers of the "King" and "Queen" of Akron.

This is one time you can VOTE EARLY AND OFTEN. And how those votes should pile up. The King's Vacation Contest Editors realize they have a big job on their hands. It is worth it for some lucky and obviously popular man and woman will experience the thrill of "A King's Vacation" through our combined efforts.

Don't forget. Coupon ballots will be printed each day in the News until and they are also available to every patron of the Strand during this contest period.

START VOTING NOW BY CLIPPING AND FILLING IN THIS BALLOT.

STRAND THEATRE — DAILY NEWS "KING'S VACATION"

VOTING COUPON

I hereby nominate and cast my vote for the following two popular persons (residents of Akron) as my choice for "King" and "Queen."

FOR KING

Name..... } Good For
Address..... } 10 Votes

FOR QUEEN

Name..... } Good For
Address..... } 10 Votes

NOTE—Fill out this coupon and deposit in the ballot-box located in the lobby of the Strand Theatre

All Votes Must Be In The Hands Of The Tally Judges By Midnight

FOR A PERFECTLY BALANCED SHOW USE THESE 3 VITAPHONE SHORTS

"PLEASURE ISLAND"

A Gorgeous 2-Reel Technicolor Musical Revue with a South Sea Locale — Glorious Beauties — Exciting Hula Hula Dancing and Fast Paced Comedy.

"ABE LYMAN AND BAND"

A Scintillating Band Short with Radio's Favorite Orchestra, Snappy Music — Peppy Specialties.

"AFRICA SPEAKS — ENGLISH"

Edgar Bergen, Famous Ventriloquist in a howling Comedy Burlesque.

Classified Ad Tie-Up

The classified tie-up outlined below has been used on many of the Warner-First National stars during the past few months with remarkable success. If you haven't already used it you're missing out on a grand stunt. Your newspaper has an opportunity to heighten interest in their classified ad section and you in turn get a swell publicity break.

Valuable free space in the classified ad columns of a local newspaper is available by cooperation with the advertising manager in a George Arliss Silhouette Contest. The newspaper contributes the space and the cash prizes, to be scaled according to your local situation.

Run the copy below beneath a two-column silhouette profile mat of George Arliss, which is available at your exchange:

Publicity Story

CASH PRIZES—50 GUEST TICKETS TO "THE KING'S VACATION"



Cut No. 24 Cut 30c Mat 10c

The above outline is that of

GEORGE ARLISS

Who is now appearing in

**"THE KING'S
VACATION"**

(Your Theatre)

The object of this contest, sponsored by the..... Theatre and (Name of Newspaper), is to cut out the silhouette and place it over a section of the classified ads on this page and draw the outline of the silhouette in pencil or ink.

Inside this silhouette you start from the top down and spell out the star's name. For example, in the first ad there may be the letters G, E and O and in the second ad the other letters of the star's first name. After spelling out both names, then spell out the title of the picture by following the same rules.

After this is done, write a letter of fifty words or less tell-

ing why classified ads get results. Neatness, promptness and accuracy are the factors which will be considered in awarding the prizes.

Cash awards will be made as follows:

First prize, \$15; second prize, \$7.50; third prize, \$2.50. Guest tickets to the..... Theatre will be given the fifty persons submitting the fifty best entries.

Mail your entries to the classified manager of the..... before midnight, ...

Employees of the..... and the Theatre are not eligible to participate.

SPECIAL INVITATIONS TO LOCAL CELEBRITIES

All of George Arliss' pictures have a tremendous following among the elite of every community. We, therefore, suggest the following idea to awaken interest in "The King's Vacation" among that class. Extend a personal written invitation to 20 or 25 leading citizens to a special preview, or the opening performance of this picture. State in your letter of invitation that owing to the high standard of George Arliss' pictures, and "The King's Vacation" in particular, that you feel that the person thus addressed will thoroughly enjoy Mr. Arliss' latest screen offering. Word your invitation in such a way as to insure a definite acceptance or acknowledge-

ment of same, so that you can announce in a publicity story that these people will attend. As they leave the theatre, endeavor to secure an expression of opinion from them for publicity purposes, and if the guests in question are sufficiently well-known, gain permission, if possible to use their endorsement for advertising purposes. This, of course, if you can do so diplomatically.

The personnel on your invitation list will, of course, be guided by local circumstance. As a rule the Mayor, City or State officials, foremost leaders in local society and those in public life whose names are continuously in print would be the natural guests to include.

SPECIAL PERFORMANCE FOR KIDDIES' SUMMER VACATION FUND

Here is a stunt that should be productive of a world of favorable publicity. The same can be worked out with some Children's Welfare Association and identified under their auspices. Due to the fact, that as a rule the George Arliss pictures cannot be classified as children's entertainment from the standpoint of juvenile fan interest, this stunt as outlined cannot therefore take away from the box-office any material revenue. Advertise thru every medium at your command including publicity in newspapers, that you will contribute the receipts of a special morning performance of "The King's Vacation" to the cooperating Welfare organization

for the purpose of insuring a kiddie's vacation. Inaugurate a special children's price for this performance, and announce that their contribution in the form of tickets purchased will be devoted exclusively for the benefit of kids less fortunate than themselves and enable them to enjoy a vacation thru the juvenile patrons' generosity.

One means of awakening interest in this stunt will be to distribute hand bills at all schools at dismissal or recess hour announcing this special performance. Use as a heading on all copy:

"The King's Vacation"
Will Mean a Real
Vacation For The Kiddies."

HUNT FOR CITY'S LARGEST FAMILY

A most amusing sequence in "The King's Vacation" shows the King personally decorating the Father and Mother of the largest family in his domain. This custom is prevalent in many countries in order to discourage birth control, and to encourage bigger and better families.

Make an announcement in your local newspaper that the largest family in town (parents and children living) are invited to be your guests to witness a performance of George Arliss in "The King's Vacation." State that this invitation has been prompted by the photo-

play sequence mentioned above and that you feel it a privilege to thus confer a similar honor in your situation.

Also state that upon proof rendered the management, that the married couple taking advantage of this honor really possess the largest family in town; that transportation to and from their home will be furnished.

For this purpose, secure a bus and also arrange for news photographers to be on hand to take a group picture of the family upon their arrival.

GEORGE ARLISS MATINEE TEAS

Select some matinee performance which you feel requires some building up and put over the following stunt. Advertising thru your most feasible mediums, including publicity stories, that a special tea will be held on the mezzanine or in the promenade at a certain performance to which all feminine patrons are invited. Tie this "George Arliss Tea Matinee" in with the fact that George Arliss is a great lover of afternoon tea and whether at work or play invariably has tea served promptly at 4:00 P. M. Also state that this fact is brought out even in the action of his latest photoplay "The King's Vacation."

It may be possible for you to tie-up with some tea merchant, who in exchange for the publicity and advertising which he will receive, will donate the tea and other ingredients. If possible to arrange it, have some socially prominent young ladies serve as hostesses. In any event, secure the services of attractive young ladies for this purpose.

WHAT'S HAPPENING . . . On The Warner-First National Lot.

A new news service instituted by Warner Bros. presents the latest news from the Warner Bros.-First National studios, dealing with pictures in production—Hollywood previews—and about everything you should know about the coming product. It is called "What's Happening on the Warner-First National Lot."

This service is available to you without charge. For your own information, you should read this special weekly news bulletin. In addition to giving you the real inside of the pictures you are buying, this news service also affords you the opportunity of building up each picture long before your playdate, by giving to the newspapers the valuable publicity information it contains.

Make use of this up-to-the-minute news, by planting it with your local movie editors, taking care to mention the fact that the picture will be shown at your theatre.

Write for this free service without delay. Address: Warner Bros., PUBLICITY DEPT., 321 West 44th Street, New York City.

SMASH WINDOW DISPLAYS WITH LOCAL HABERDASHERS

Here's a chance to grab off smash displays in leading merchants' windows and attract a lot of attention to your show.

A national shirt manufacturer, who is turning out a Dick Powell shirt, has made arrangements for window displays in over 12,000 stores throughout the United States. These displays will consist of cutouts, beautiful colored enlargements of Dick Powell, and numerous stills from the picture, together with theatre announcement.

Each dealer will be supplied with all the necessary accessories except stills from the picture. These you can supply the dealer, when he contacts you.

All you need do is to send your playdate as soon as set to the manufacturer, whose name and address is listed below. He will immediately get in touch with the dealers in your city and arrange for the display, at the same time notifying you of the dealers in your city who will have the displays.

Slides plugging the shirt and the picture in a very effective manner, are being distributed to the dealers. The manufacturer will be glad to co-operate with you in anything you may ask him to do.

If you shouldn't have time enough to communicate with the manufacturer after setting your playdate, then, we suggest you visit your haberdasher, and speak to him about the Dick Powell Shirt display.

Send your play date to

MR. A. PORTUGAL,
Care of J. Jacobson & Sons.
1115 Broadway, N. Y. C.



COLORED ENLARGEMENT: for window display. Size 17 by 22 inches in brilliant colors. It would also make a very fine display for your lobby.

VACATION BUDGET CONTEST

Here is a most fascinating contest with a direct tie-up value, with the title "The King's Vacation." With everyone looking forward to a summer vacation, thinking of where they can go and what they can do with the amount of money at their command, this contest becomes especially timely. It will, therefore, obviously create city-wide interest in a contest sponsored by your newspaper, in asking readers to lay out their idea of an ideal vacation of one (1) week to come within the limitations of specific budgets. The first day the contest is in operation, ask the readers to submit their King's Vacation under a \$50. budget plan. The following day, ask contestants to devise a va-

cation that will come within a \$75.00 budget; on the third day, a \$100. budget. For the fourth and final day announce that the prizes will be awarded to those contestants who submit the most enjoyable vacation plan under the most economical plan. In most situations, prizes of theatre tickets to witness "The King's Vacation" will suffice. In the event that other prizes are necessary to meet the demands of the co-operating newspaper, tie in with merchants who will donate suitable prizes such as luggage, travel accessories, sport wear, etc. On each succeeding day of contest, publish the best vacation budget submitted the day previous.

WINDOW CUT-OUT



WINDOW CUT OUT: for counter display. In full color with easel backing. Get a couple from your local **DICK POWELL SHIRT** dealer for your lobby.

GET THIS WINDOW SPACE



This is how the Dick Powell shirt display looks. Note the center sign advertising "The King's Vacation" with theatre credits. Powell shirts of varied colors together with stills from picture insure a most attractive window.

HELP US TO HELP YOU BY SENDING US YOUR CAMPAIGN

Exhibitors are urged to send us their campaigns in order that we may be able to pass along the many splendid ideas put into execution on every picture.

Exceptional examples of real showmanship will be passed along, not only to other exhibitors, but also to the Trade Papers for publication and comment.

Right now, the industry is in need of the closest sort of co-operation between producers and exhibitors. Let's all pull together, each trying to help the other.

Never before has the motion picture business been in greater need of real worthwhile ideas. By pulling together — by inter-changing exploitation ideas, exhibitors and producers will be bound to derive much mutual benefit.

Address Your Campaign and Your Suggestions and Ideas to
Director of Exploitation, WARNER BROS. PICTURES, Inc.
321 West 44th Street, New York City

CLEVER TIEUPS FOR MERCHANT'S WINDOWS

Here is a slogan which will tie in with all sorts of commodities and at the same time sell the picture. It is "Fit for a King's Vacation." After interesting merchants in the idea, prepare window cards, for purpose of display in windows of cooperating stores.

One card should exhibit picture of George Arliss and scenes from "The King's Vacation." This should, of course, be tastefully panelled and with the words "George Arliss in 'The King's Vacation' at the..... Theatre." The smaller card is intended to call attention to the special article offered by the shopkeeper.

It is evident that the slogan may be applied with variations to men's clothing, hats, shoes, luggage, toilet articles, sports goods, traveling accessories, restaurants, hotels automobile display rooms, book stores and countless other establishments. Below are suggestions of copy that may be used on the smaller cards (which may also exhibit a picture of Arliss).

DEVOE'S
FASHION-BILT CLOTHES
MAKE A MAN READY FOR A
KING'S VACATION

TAYLOR'S
SOLE-COMFORT SHOES
ADD TO THE LUXURY OF A
KING'S VACATION

RUGGED SPORTS GOODS FOR
ROYAL SPORT ARE READY
HERE FOR A
KING'S VACATION

CRONIGAN'S 1933 SKYPIECES
ARE EASIER TO WEAR THAN
CROWNS ON A
KING'S VACATION

LOCHERBY LUGGAGE MAKES
A MAN LOOK SWANKY
ENOUGH FOR A
KING'S VACATION

WHILE THE WIFE'S AWAY
FEAST HERE ON MEALS
FIT FOR A
KING'S VACATION

FOR CO-OPERATIVE AD.



Cut No. 31
Cut 15c
Mat 5c

Copy similar to that shown above may be used to advantage in a co-operative ad page, for which the slogan should be changed to read "Fit for a 'King's Vacation' and to Fit Your Pocket book!" Many merchants

who cannot afford individual ads of any prominence can be made to see the publicity value of an ad in the cooperative pages.

Each of the ads, individual or collective should make use of the thumb nail cut of George Arliss, wearing a tilted crown, shown on this page.

Of course, you should see to it that your theatre gets a large, center ad without charge on the co-operative ad page.

NOVEL TEASER CAMPAIGN

Here are two teaser ideas. One can be used either as a direct advertising campaign unit or as a teaser. The first copy given here ties up with an important episode in the photoplay, whereby the Queen, wife of the abdicating King, intimates that a mysterious Mr. X has entered her life, thus leaving the King (George Arliss) free to take on an old love. This copy is suitable for snipe posters, window and tack cards, throwaways or 'scatter ads' in your newspapers. Two versions are given, the teaser and the copy which directly ties in theatre.

Who Is The Queen's mysterious
Mr. X during
"The King's Vacation?"

For direct theatre ad:

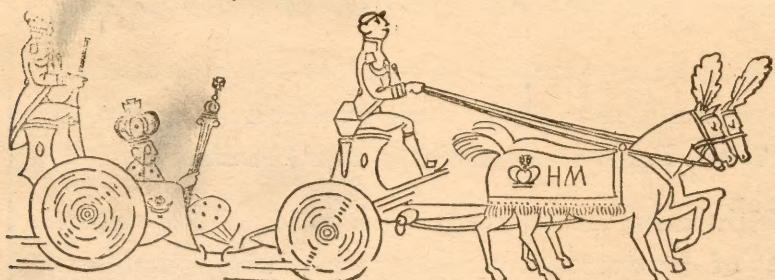
Mr. George Arliss
discovers his identity
for you at the
STRAND NEXT WEEK

The copy below can be used in the same manner and with the same mediums.

"'The King's Vacation' Will
Be Spent In Akron
Let's Give Him
A Gala Reception."

STREET BALLYHOO SCENE TO ATTRACT ATTENTION

Even in this modern automobile age there are hidden away in many unsuspected locations, old fashion broughams and victorias, relics of the horse and carriage days. Scout around for such a vehicle and arrange for the loan of same in connection with the following street ballyhoo:—



Secure also harness and carriage equipment that is either presentable in its present shape or can be dolled up to carry out the general idea. Also a span of the best looking horses available should be used to draw the victoria or brougham. Engage the services of a dignified looking man, in Prince Albert, wearing sword and belt, a crown upon his head, and sceptre in hand, to be driven around town in the peak of traffic. The banner attached to the rear of vehicle should read:

"A GREATER TREAT THAN ANY VACATION,
GEORGE ARLISS IN 'THE KING'S VACATION,' AT
THE STRAND THEATRE NOW."

The illustration serves to adequately depict the nature of the ballyhoo described above. A footman and driver in livery are obviously necessary to effectively carry out the idea. Bedecking the horses and trappings with plumes, silver and gold fringe will also lend further effectiveness.

THE "MAGIC SQUARE" SURE-FIRE HIT FOR NEWSPAPER TIE-UP

Stories are coming in from showmen all over the country with regard to the success they are having with the Magic Square as a newspaper tie-up. It is inexpensive, unusual and catches the interest of the puzzle-minded millions of movie fans.

The present Magic Square conceals an 11-word sentence, made up of 41 words of the alphabet. It has to do with Mr. Arliss's role in "The King's Vacation" and reads: GEORGE ARLISS IS THE KING WHO GETS TIRED OF HIS JOB. It is solved by beginning with the encircled letter, moving one square,

up or down, right or left (not diagonally) and ending at the square which contains the period.

Plant the "Magic Square" with your newspaper, introducing it with the publicity story given below, and stipulating that the story must be torn from the paper, and returned with the answer, to the "Magic Square" Editor at the Theatre, on or before a specified date. Guest tickets should be awarded, and cash prizes, at your discretion. Cash prizes do whip up interest, for it is as true as ever that "money makes the mare go."

Publicity Story

ENJOY "THE KING'S VACATION" FREE BY SOLVING THE MAGIC SQUARE

Everybody in town will want to see George Arliss in his latest Warner Bros. picture, "The King's Vacation," which comes to the..... Theatre..... next. The film is said to possess the same sort of charm that made Mr. Arliss's "The Millionaire" so extremely well-liked everywhere.

Manager..... of the Strand Theatre and the Editor of this paper are offering guest tickets, and other prizes listed below, for those who solve the interesting maze.

	R	A	.	J	S	
I	L	E	B	O	I	H
S	S	G		D	O	F
S	I	R	⊙	E	R	I
T	H	O	E	T	S	T
	E	N	G	E	G	
	K	I	W	H	O	

Cut No. 52 Cut 15c Mat 5c

Since almost everyone in the world is working jigs, cross-words, ana-

grams, cryptograms, hi-hos, or what have you, it is a foregone conclusion that people by the thousands will want to get their teeth into the Magic Square—newest of the brain-teasers. Hidden in the puzzle is an eleven-word sentence, containing forty-one letters of the alphabet, and having to do with the star's role in "The King's Vacation." This is the way to solve it.

Begin with the square which has the letter in a circle, move one square, up or down, right or left (not diagonally) and end with the square which contains the period.

Tear this story out, and enclose it with your deciphered sentence to the Magic Square Editor at the Strand Theatre, on or before..... next. Midnight..... is your deadline. The first five correct answers received, will each be awarded \$2 in cash; the next twenty-five will each receive a pair of guest tickets to "The King's Vacation." So here's your chance to earn a real king's vacation for yourself! Thread the maze and win the brace-of-bucks or the brace-of-bucks. Begin right away, and mail your answer, before you hit the hay, tonight!

GOOD GEORGE ARLISS NEWSPAPER CONTEST

George Arliss is recognized universally as the "First Gentleman of the Screen," an actor whose supreme artistry enables him to play paupers or kings, villains or benefactors, with equal skill. In "A Successful Calamity" he is a rich man who pretends poverty to note the reaction of his wife and children. In "The King's Vacation" he is a kindly

monarch who abdicates in order to enjoy the simple life.

This contest consists of asking the public to send in twenty-five-word summaries of each of the characters played by Mr. Arliss in the seven talking pictures which preceded "The King's Vacation." Publicity story for use in introducing the contest, follows:

Publicity Story

See George Arliss Free by Describing His Past Roles

GEORGE ARLISS comes to the..... Theatre..... next, in his latest Warner Bros. masterpiece, "The King's Vacation," and in connection with that interesting event, Manager..... and the Editor of this paper, are presenting a unique contest, which makes it possible for 50 Arliss fans to see his latest picture as guests of this paper.

Mr. Arliss, recognized as the "First Gentleman of the Screen," has demonstrated his ability to portray paupers or kings, villains or benefactors, with equal artistry. In "A Successful Calamity" he is a rich man who pretends to go broke just to test his wife and children. In "The King's Vacation" he is a kindly monarch who tires of royal pomp and abdicates in order to enjoy the simple life.

The public is requested to send in twenty-five-word summaries of each of the characters played by Mr. Arliss in the seven talking pic-

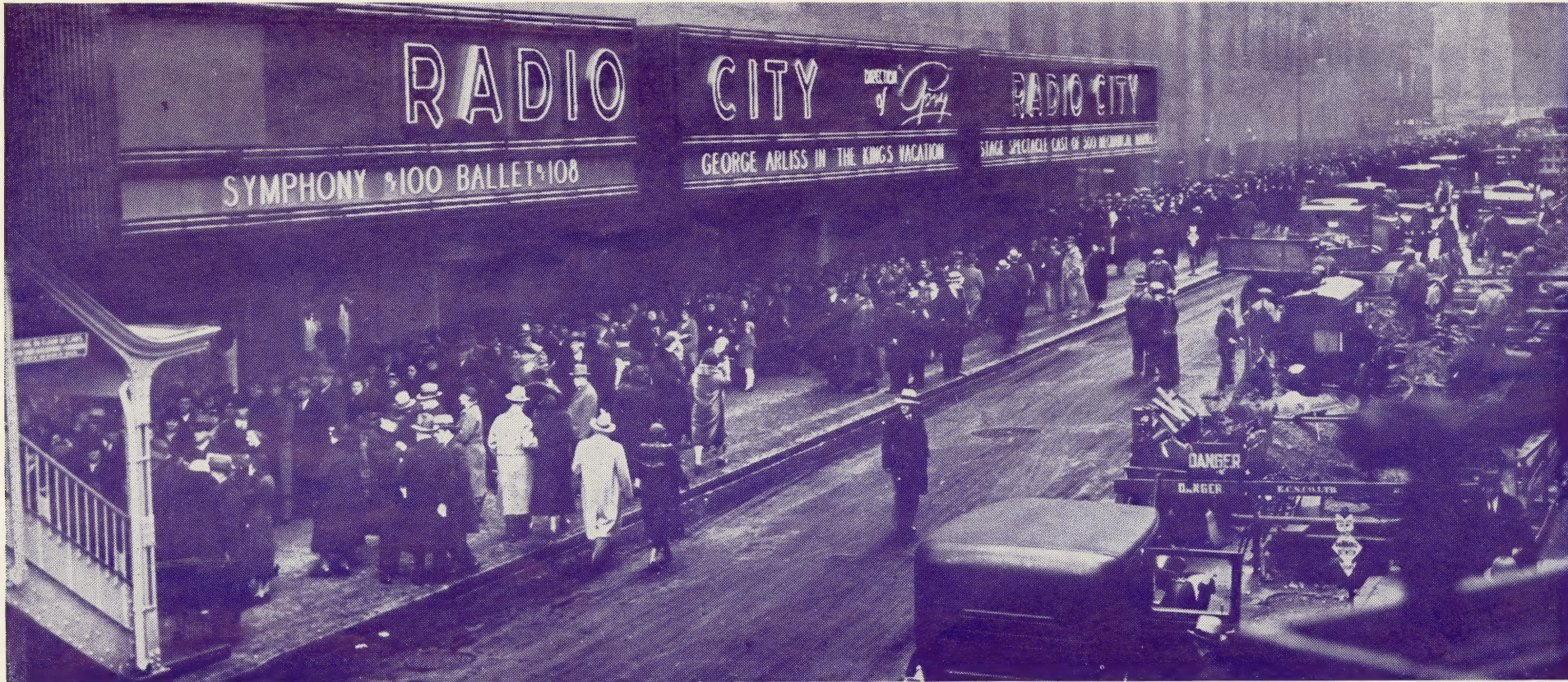
tures which he did before "The King's Vacation." They are "Disraeli," "The Green Goddess," "The Millionaire," "Old English," "Alexander Hamilton," "The Man Who Played God" and "A Successful Calamity."

Send your summaries to the Arliss Contest Editor, at the..... Theatre, on or before..... next. Describe the role played by Mr. Arliss in each of the seven pictures listed above — in sentences of not more than twenty-five words each. Neatness and correctness will be considered in making awards of prizes. Your deadline is..... next.

(Special prizes here).

Twenty-five pairs of guest tickets to "The King's Vacation" will be presented to the first 25 sending in the best correct descriptions of the Arliss roles in order of their merit. Let's see how good your memory is. Treat yourself to "The King's Vacation."

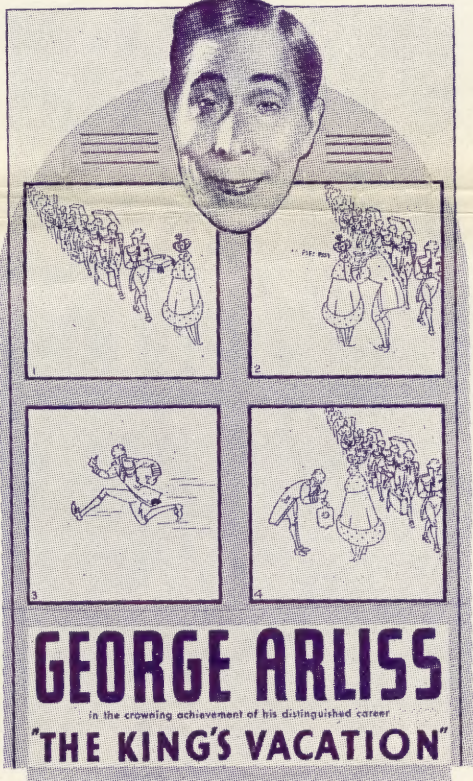
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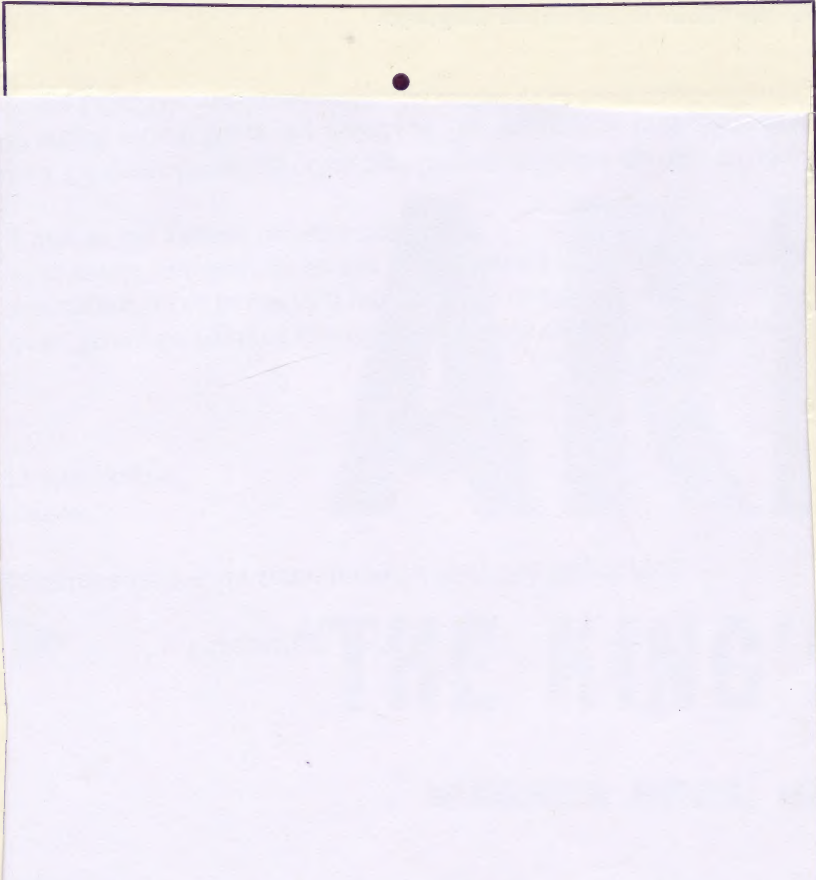
Although the Radio City Music Hall in New York contains over 6000 seats, the theatre was unable to take care of the tremendous crowds that tried to see George Arliss in "The King's Vacation." Here is a picture showing the thousands waiting to get in.

We suggest you blow this up for a Lobby Display

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24 SHEET

Background white with George Arliss name lettered in purple with white outline. Title in red and rest of lettering orange. Figure of Arliss black with grey hair, brown eyes, pink crown with lavender and yellow trimmings. Cartoons done in green, red, orange, brown, blue and white with black outlines.



INSERT CARD



SIX SHEET

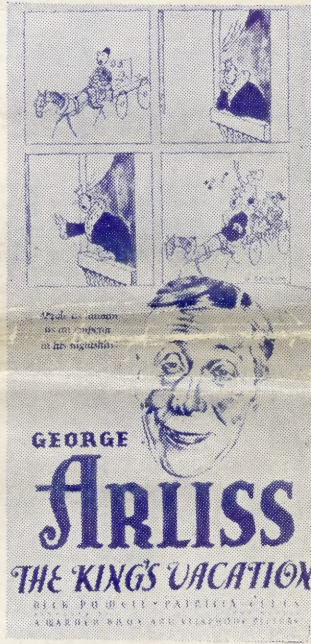
Note to Exhibitors: The cartoons shown in the 24-sheet and the 6-sheet, will attract a lot of attention if used for special lobby frames. We strongly suggest you mount them on compo board and use them as sidewalk displays.



WINDOW CARD



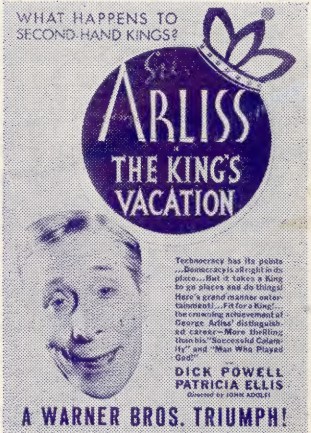
SLIDE



THREE SHEET



ONE SHEET



MIDGET WINDOW CARD

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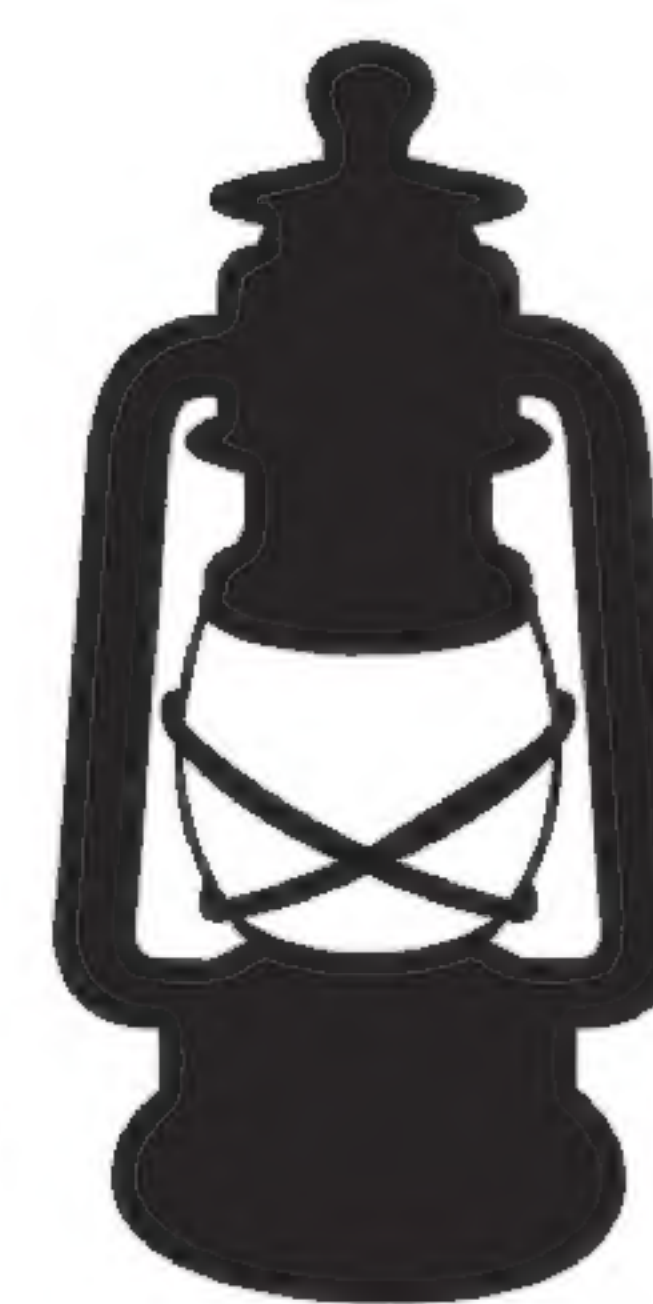


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